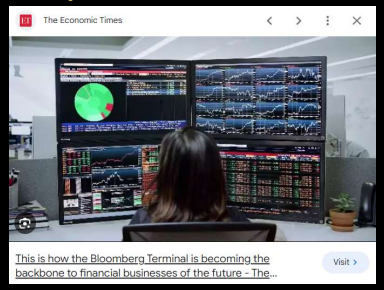
USA+4 More DMAs - P21+ past 30 days CRAFT BEER Drinkers!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P21+ past 30 days Drinkers of CRAFT BEER in the USA + the MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMAs as of April 2024!







USA



Minneapolis-St. Paul



St. Louis



Cincinnati



West Palm Beach

P21+

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

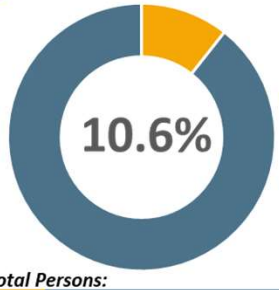
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

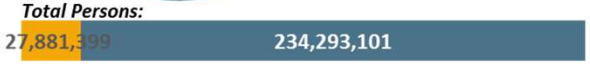


10.6% or 27,881,399 of USA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Typical Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 46.6 years old (7.6% younger than average) and have a $119,642 (32.9% higher than average) annual household …

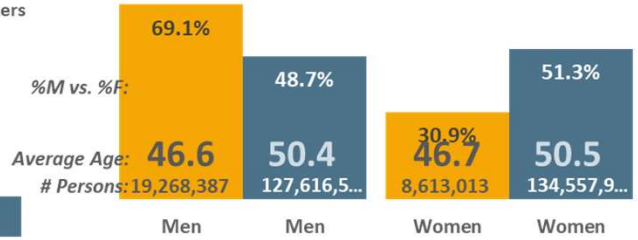
Percent of Market: Adults 21 or older



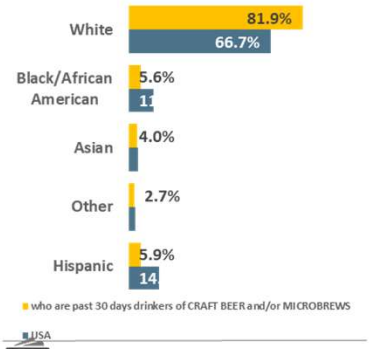
Total Persons:



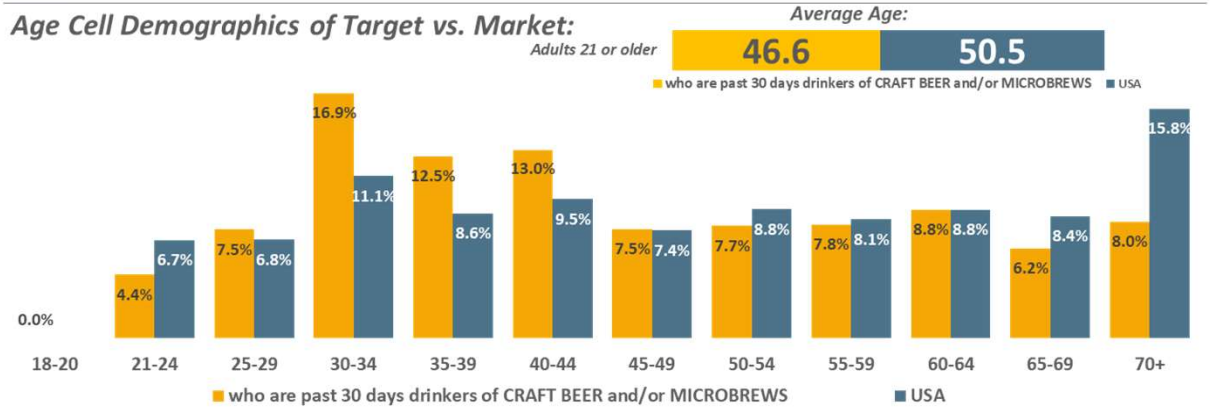
Gender of Target vs. Market: Adults 21 or older



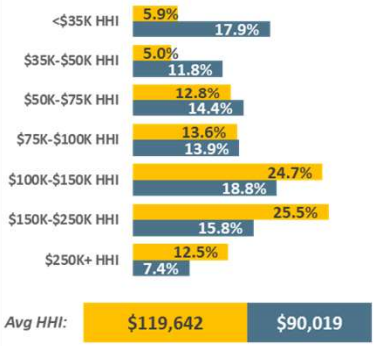
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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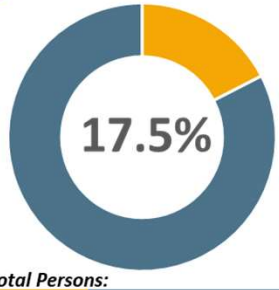
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



17.5% or 635,584 of MSP DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Typical Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 48.2 years old (4.6% younger than average) and have a $136,330 (28.3% higher than average) annual household…

Percent of Market: Adults 21 or older



- who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS
- Remainder of MSP DMA

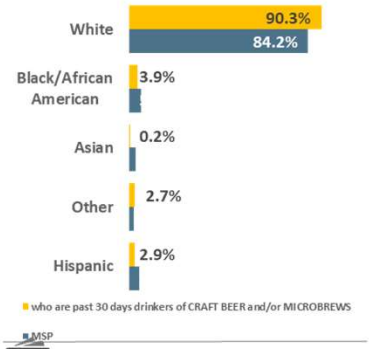
Total Persons:

635,584	3,003,515

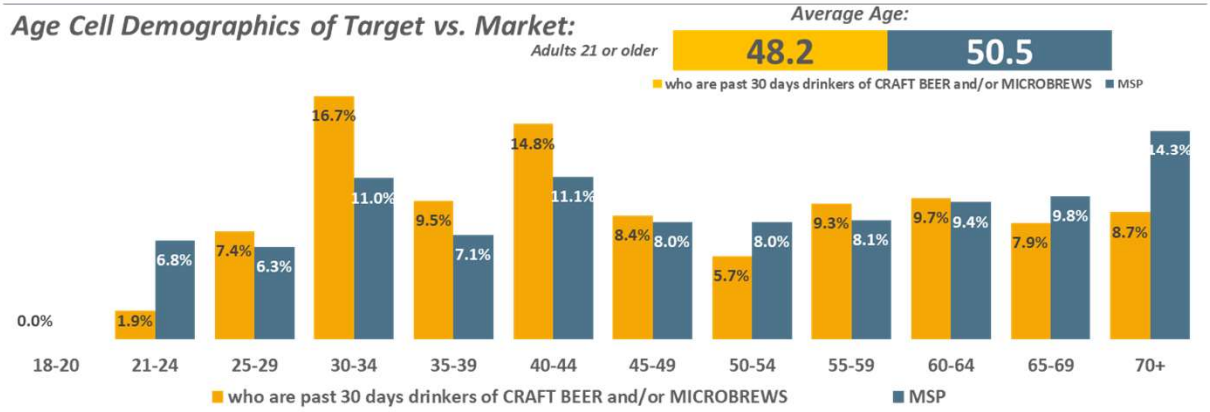
Gender of Target vs. Market: Adults 21 or older

	Men	Men	Women	Women
%M vs. %F:	63.9%	49.3%	36.1%	50.7%
Average Age:	48.5	50.4	47.4	50.6
# Persons:	406,240	1,792,264	229,344	1,846,835

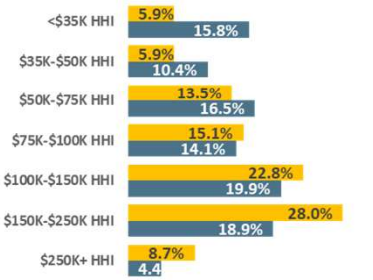
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$136,330	$106,235

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

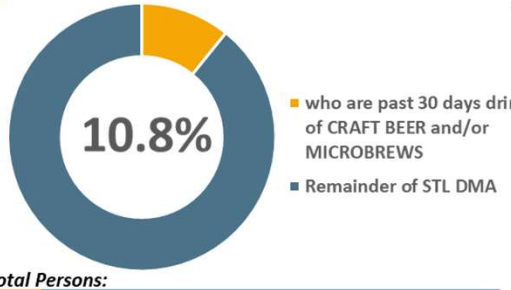
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



10.8% or 258,809 of STL DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Typical Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 46.1 years old (9.6% younger than average) and have a $127,888 (36.5% higher than average) annual household …

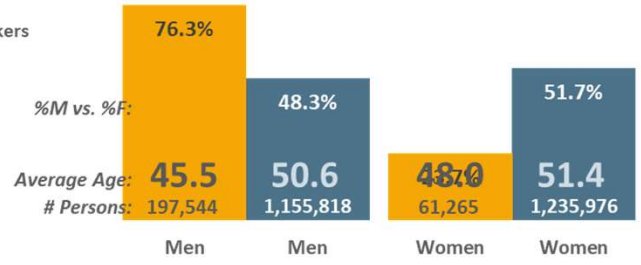
Percent of Market: Adults 21 or older



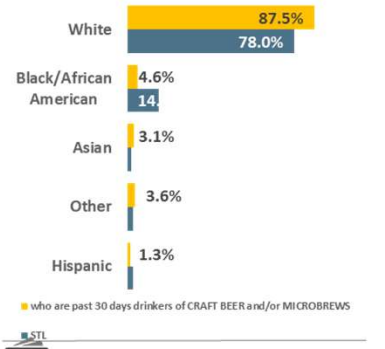
Total Persons:



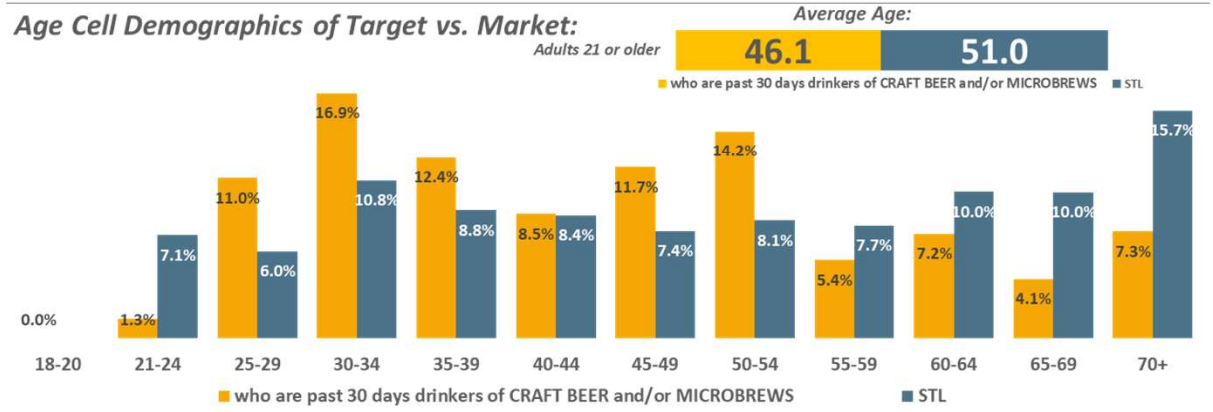
Gender of Target vs. Market: Adults 21 or older



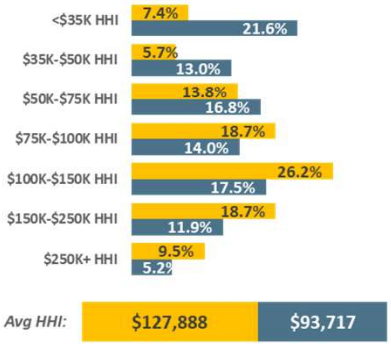
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

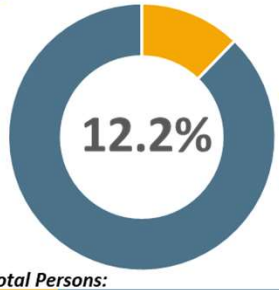
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



12.2% or 223,355 of CIN DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Typical Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 45.1 years old (10.% younger than average) and have a $132,849 (40.8% higher than average) annual household…

Percent of Market: Adults 21 or older



- who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS
- Remainder of CIN DMA

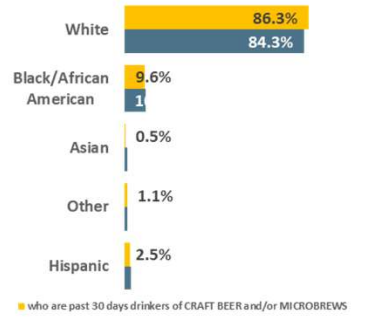
Total Persons:

223,355	1,602,138

Gender of Target vs. Market: Adults 21 or older

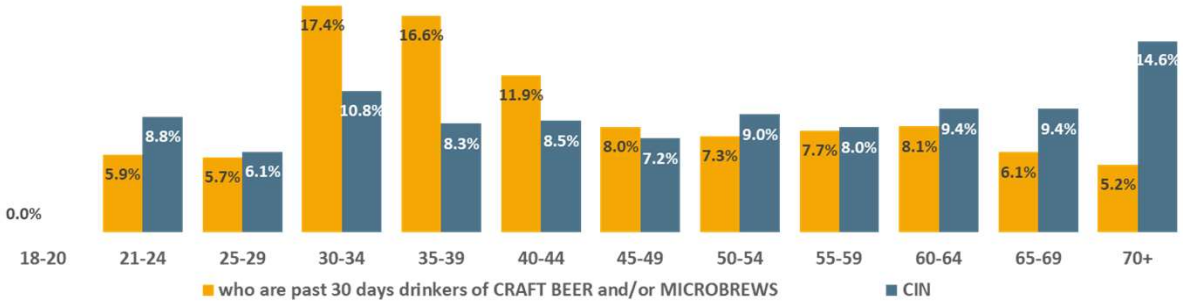
	Men	Men	Women	Women
%M vs. %F:	67.6%	48.0%	32.4%	52.0%
Average Age:	46.6	50.0	42.2	50.3
# Persons:	151,030	876,374	72,325	949,119

Ethnicity of Target vs. Market:

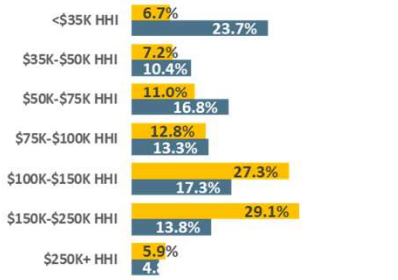


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 21 or older	who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS	CIN
		45.1	50.1



HHI of Target vs. Market:



Avg HHI:	$132,849	$94,375

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

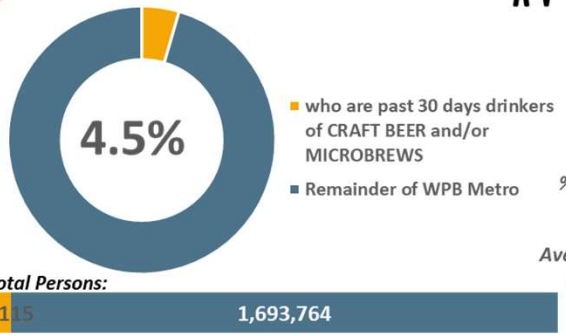
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

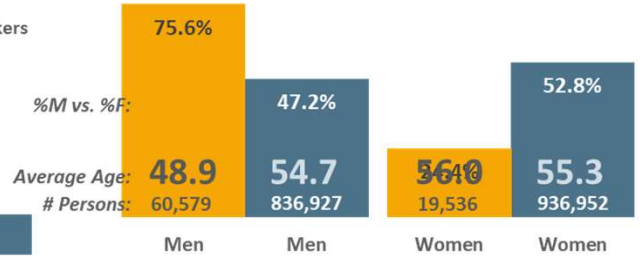


4.5% or 80,115 of WPB DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Typical Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 49.7 years old (9.6% younger than average) and have a $118,059 (21.2% higher than average) annual household…

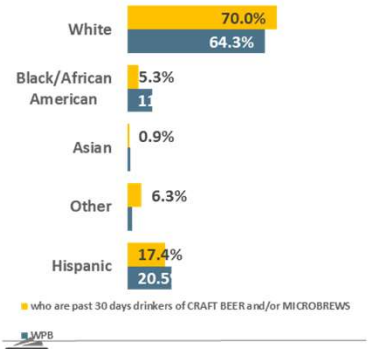
Percent of Market: Adults 21 or older



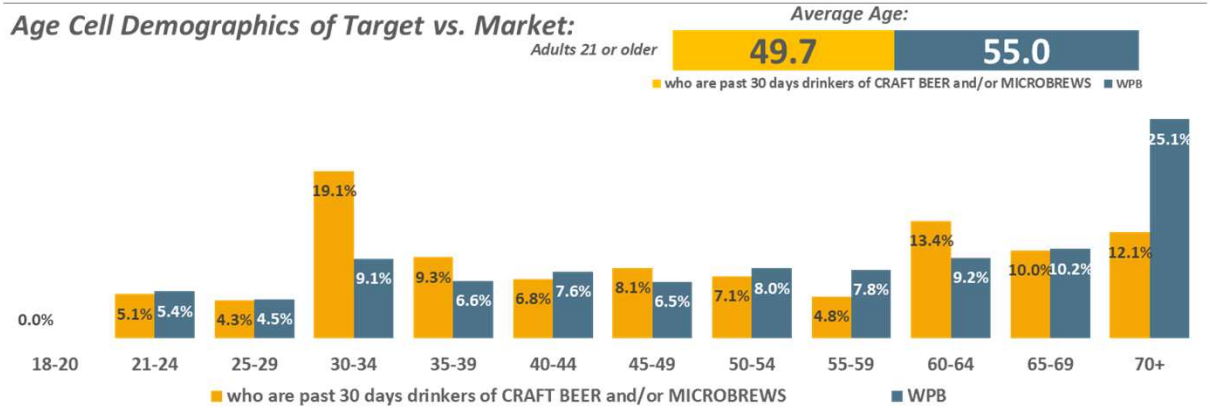
Gender of Target vs. Market: Adults 21 or older



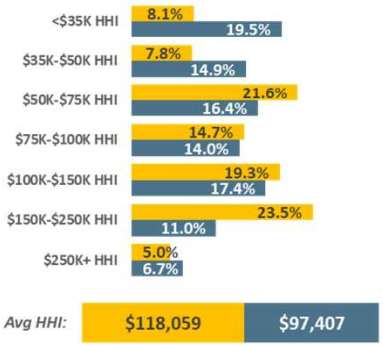
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

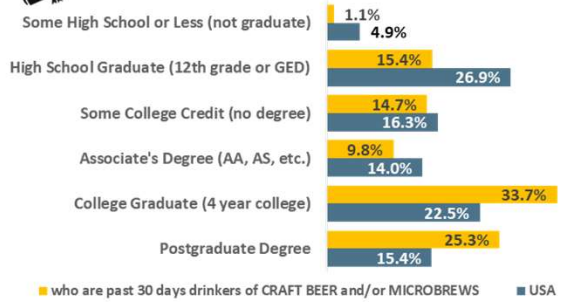
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

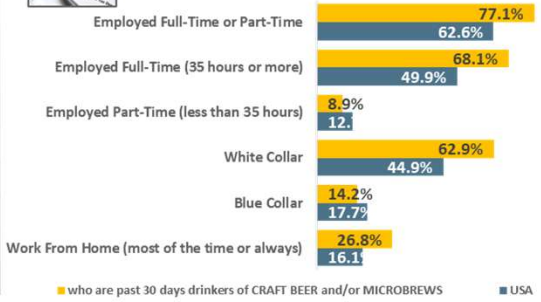


10.6% or 27,881,399 of USA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 55.7% more likely to be a college graduate, 36.6% more likely to work full-time, 19.2% more likely to be married, 21.4% more likely to be a parent of 1 or more children u

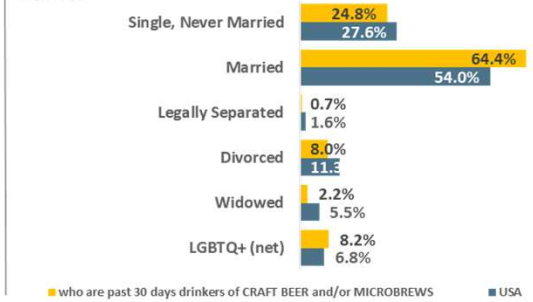
Education Levels: Adults 21 or older



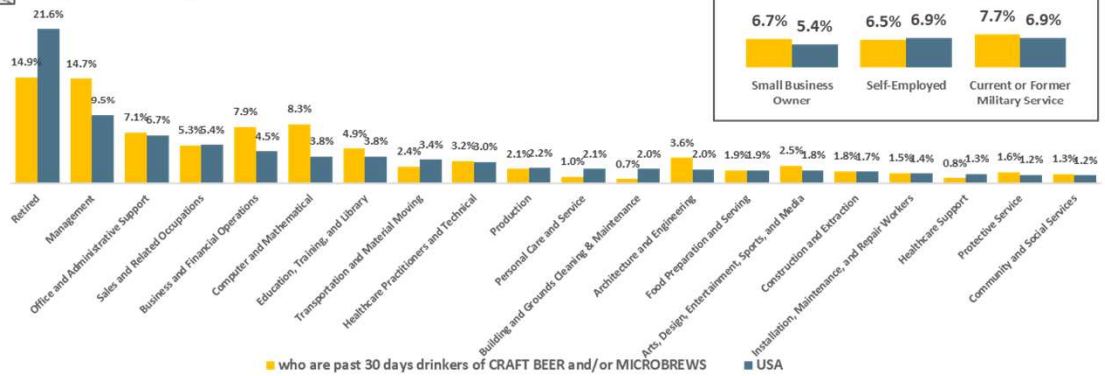
Employment: Adults 21 or older



Marital Status: Adults 21 or older

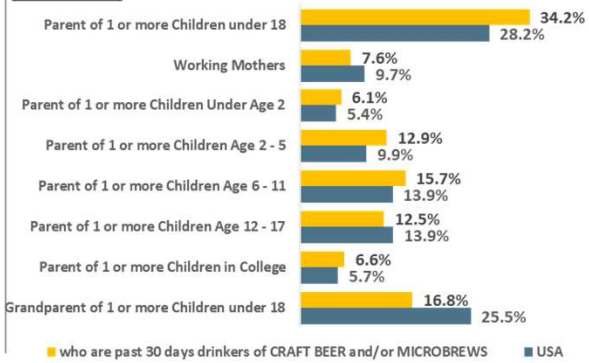


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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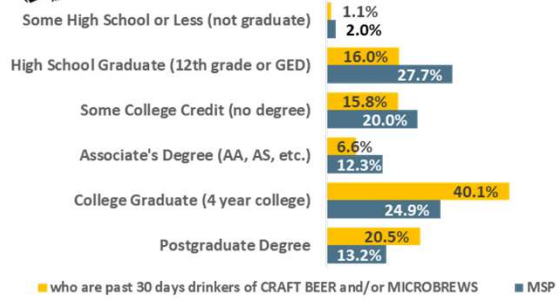
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

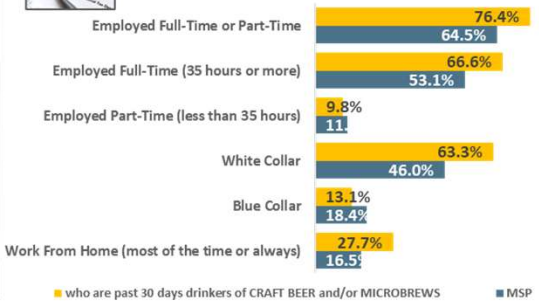


17.5% or 635,584 of MSP DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 59.4% more likely to be a college graduate, 25.5% more likely to work full-time, 16.8% more likely to be married, 18.4% more likely to be a parent of 1 or more children u

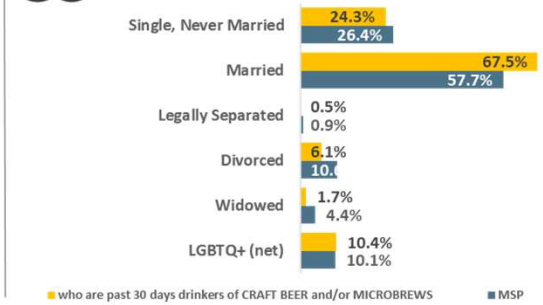
Education Levels: Adults 21 or older



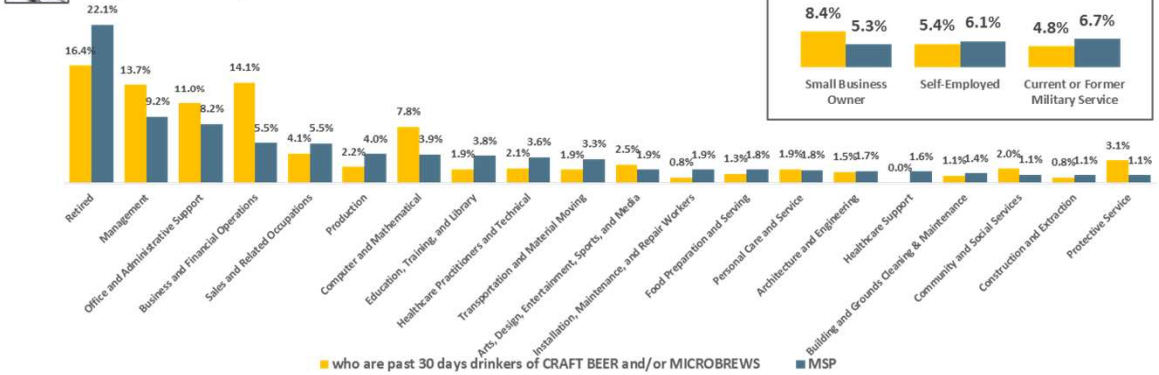
Employment: Adults 21 or older



Marital Status: Adults 21 or older

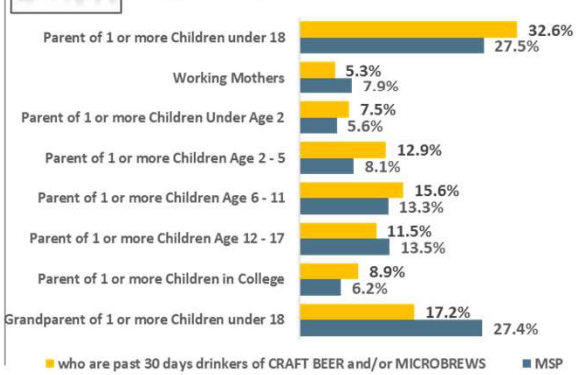


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

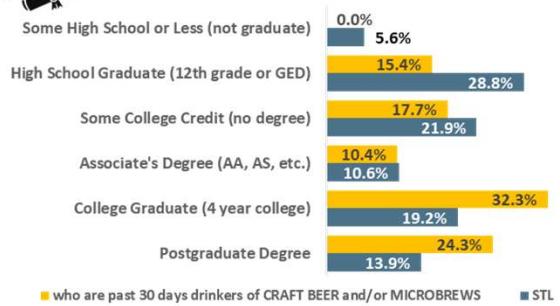
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

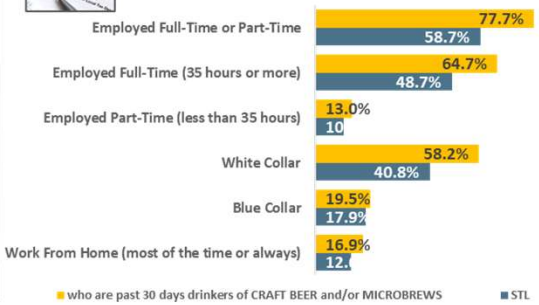


10.8% or 258,809 of STL DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 71.% more likely to be a college graduate, 33.% more likely to work full-time, 25.5% more likely to be married, 39.2% more likely to be a parent of 1 or more children und

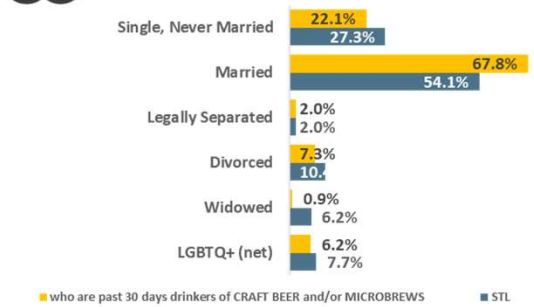
Education Levels: Adults 21 or older



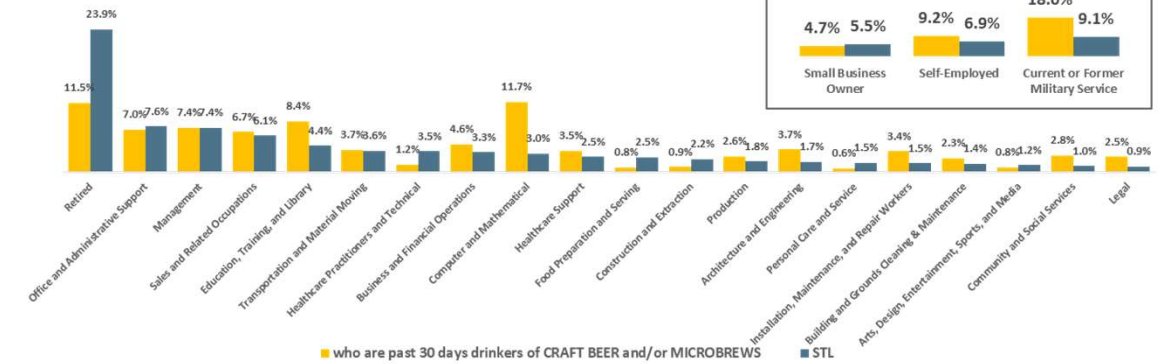
Employment: Adults 21 or older



Marital Status: Adults 21 or older

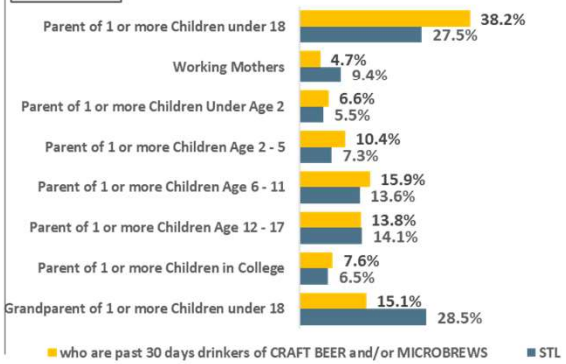


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

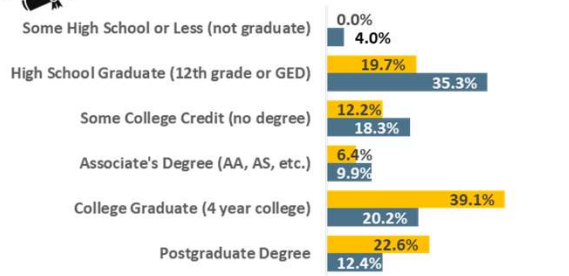
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

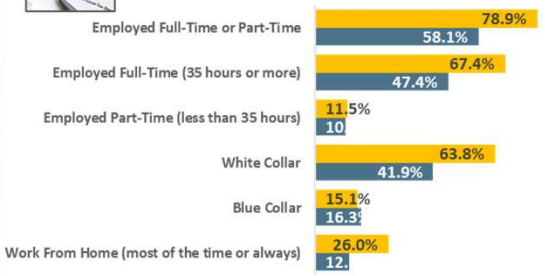


12.2% or 223,355 of CIN DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 89.3% more likely to be a college graduate, 42.3% more likely to work full-time, 18.3% more likely to be married, 41.2% more likely to be a parent of 1 or more children u

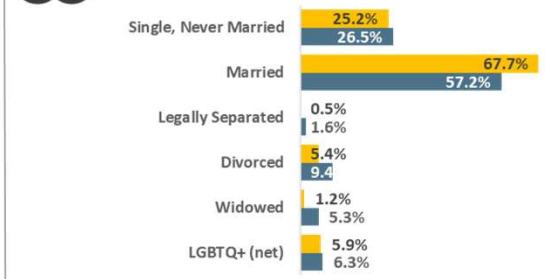
Education Levels: Adults 21 or older



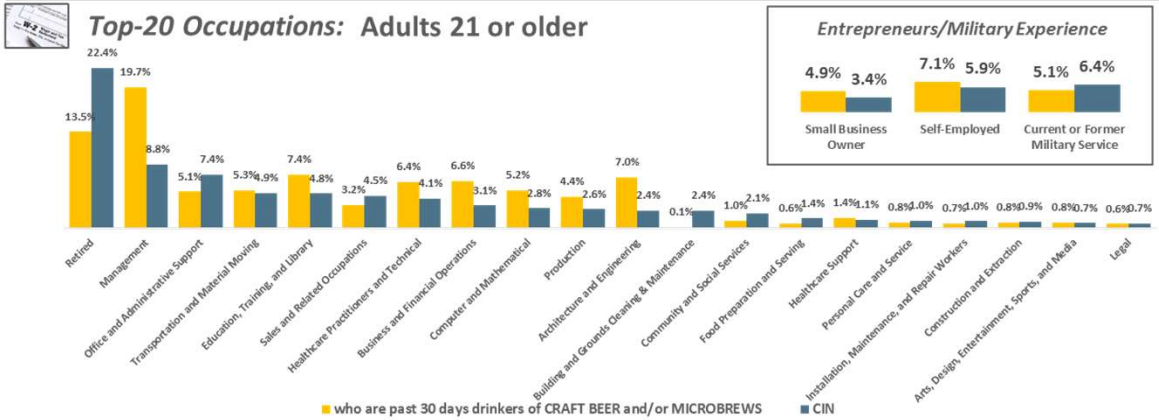
Employment: Adults 21 or older



Marital Status: Adults 21 or older

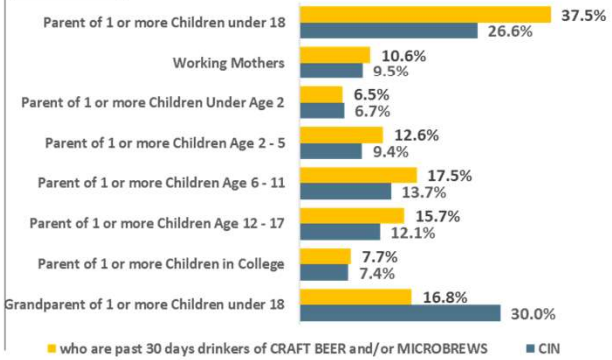


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

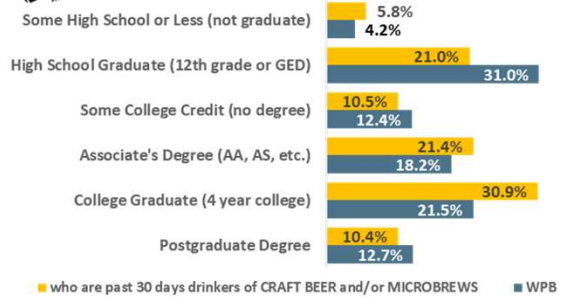
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

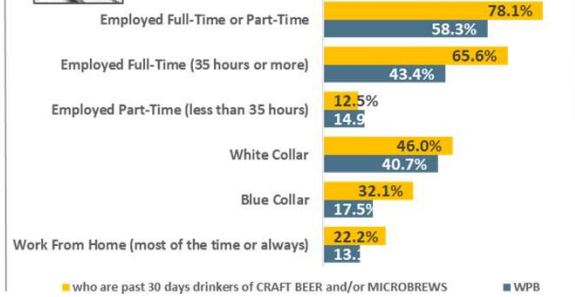


4.5% or 80,115 of WPB DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 21.% more likely to be a college graduate, 51.2% more likely to work full-time, 16.2% more likely to be married, 39.4% more likely to be a parent of 1 or more children un

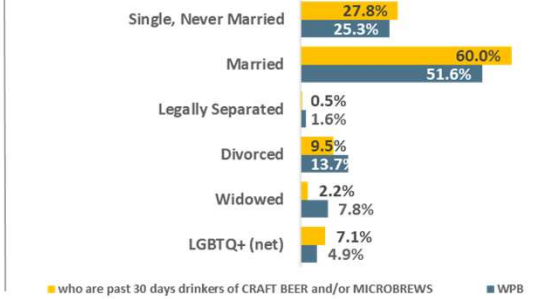
Education Levels: Adults 21 or older



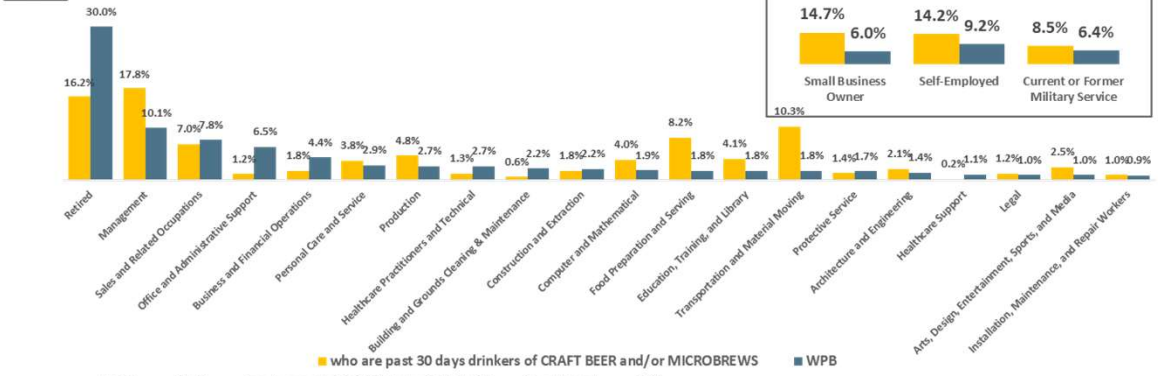
Employment: Adults 21 or older



Marital Status: Adults 21 or older

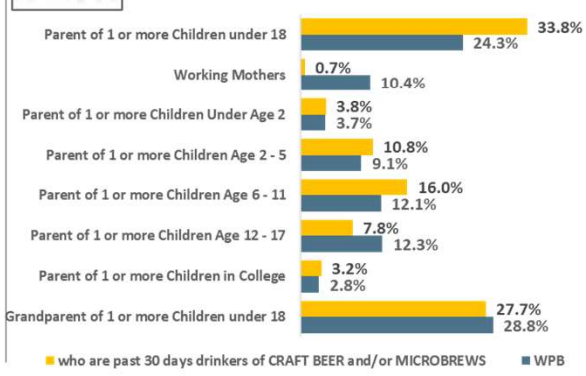


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

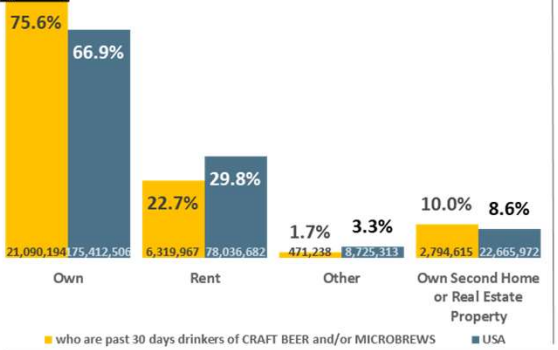
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

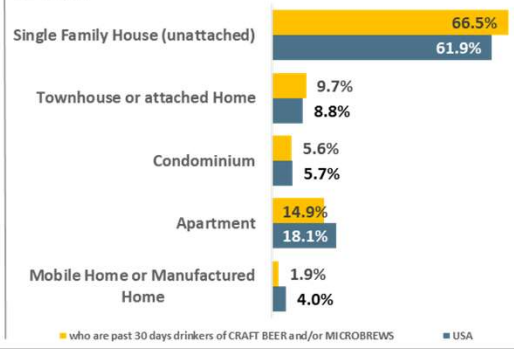


10.6% or 27,881,399 of USA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 13.1% more likely to own their home, 40.8% more likely to own a higher valued home, 7.4% more likely to have a single-family home, 23.% more likely to have a dog.

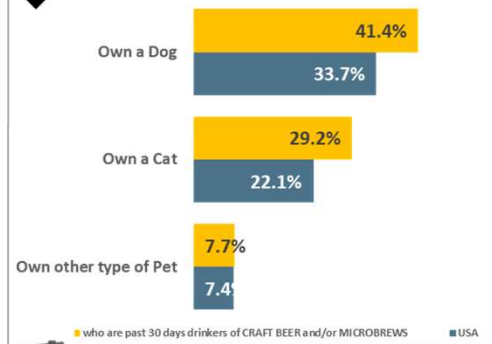
Own/Rent/Other: Adults 21 or older



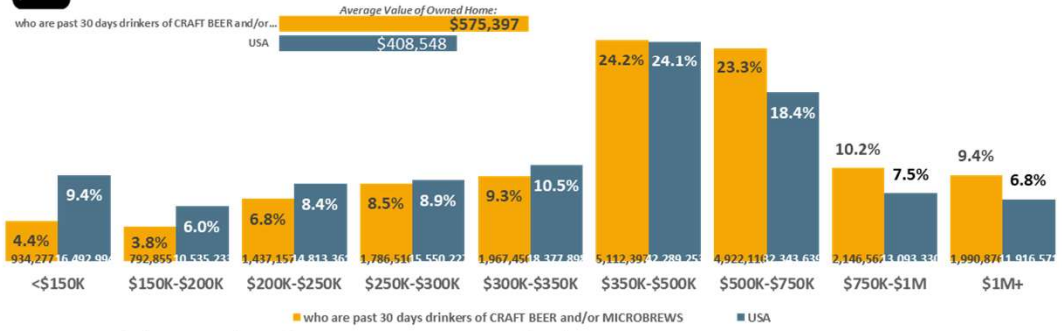
Type of Home: Adults 21 or older



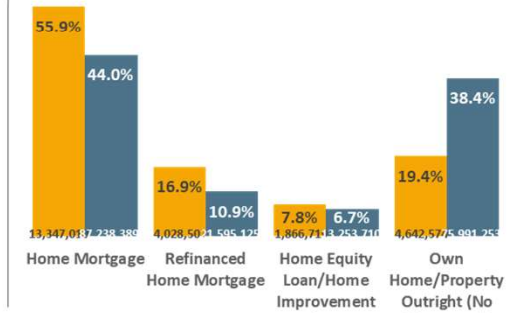
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,643*

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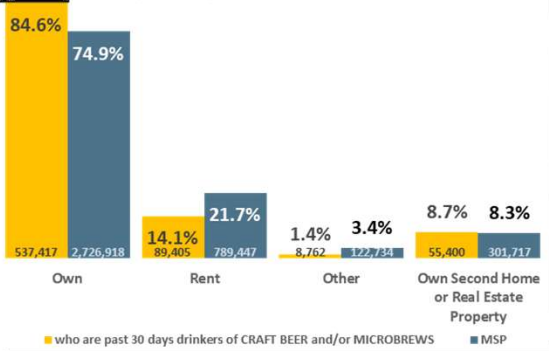
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *22,851*

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

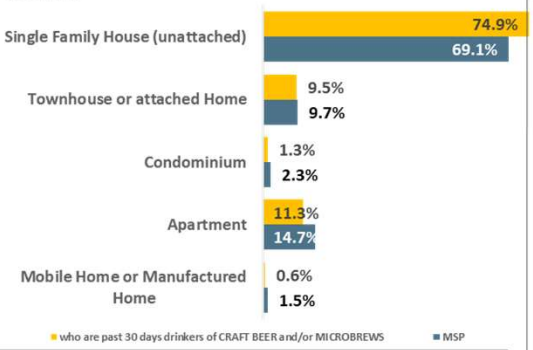


17.5% or 635,584 of MSP DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 12.8% more likely to own their home, 12.% more likely to own a higher valued home, 8.4% more likely to have a single-family home, 23.8% more likely to have a dog.

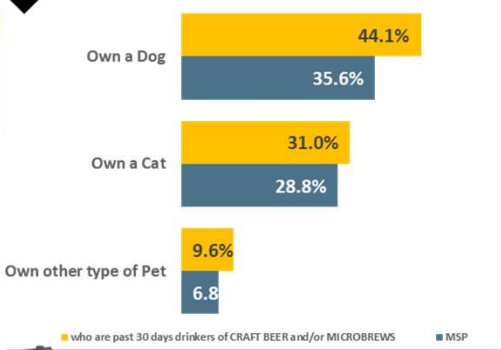
Own/Rent/Other: Adults 21 or older



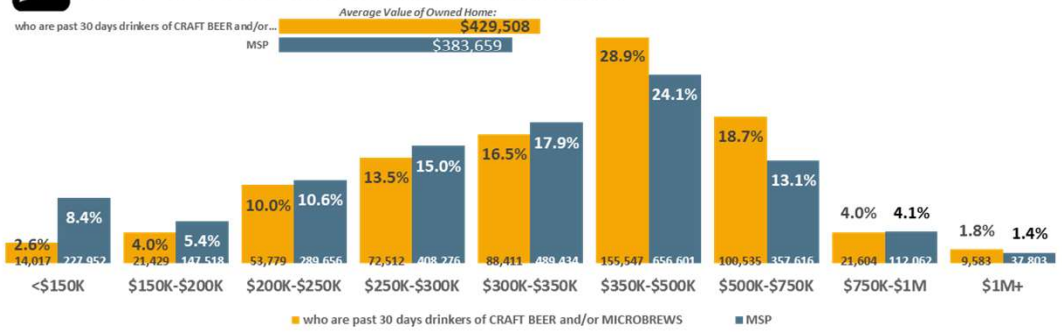
Type of Home: Adults 21 or older



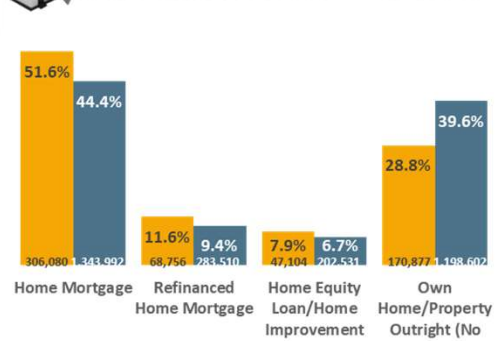
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

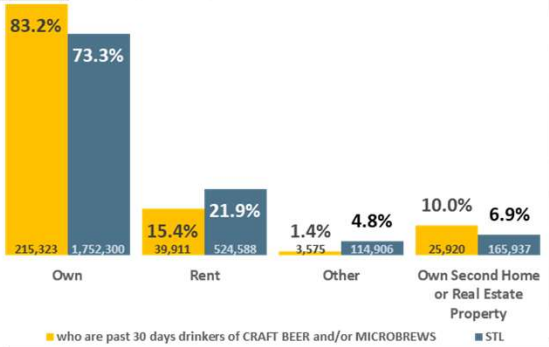
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

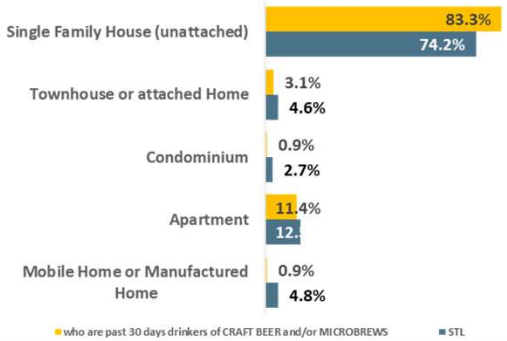


10.8% or 258,809 of STL DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 13.6% more likely to own their home, 10.8% more likely to own a higher valued home, 12.2% more likely to have a single-family home, 14.3% more likely to have a dog.

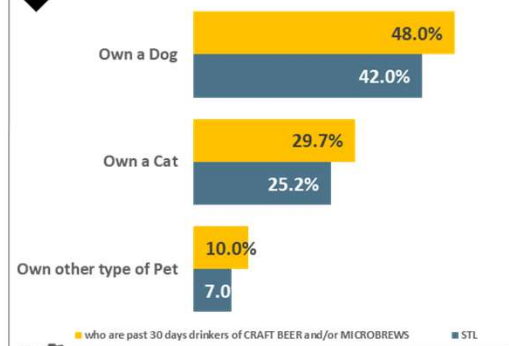
Own/Rent/Other: Adults 21 or older



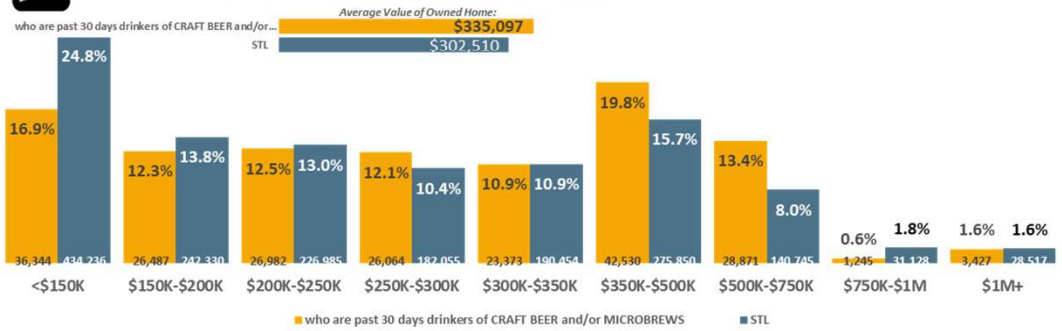
Type of Home: Adults 21 or older



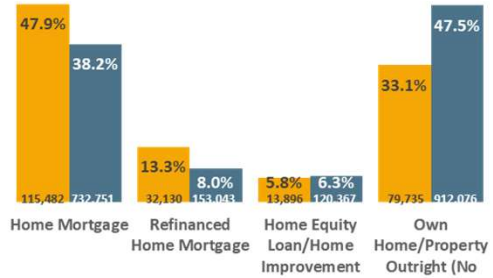
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

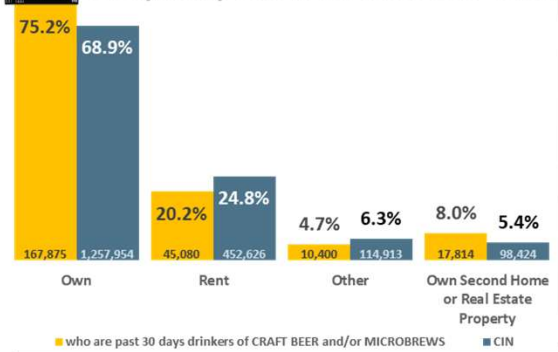
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

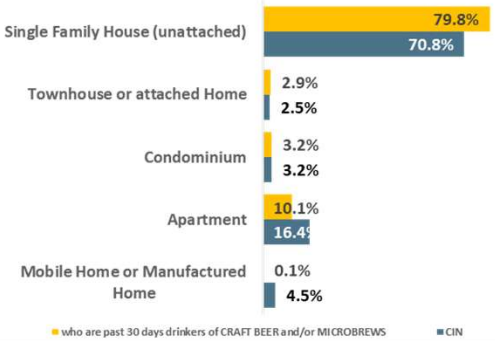


12.2% or 223,355 of CIN DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 9.1% more likely to own their home, 31.7% more likely to own a higher valued home, 12.6% more likely to have a single-family home, 26.7% more likely to have a dog.

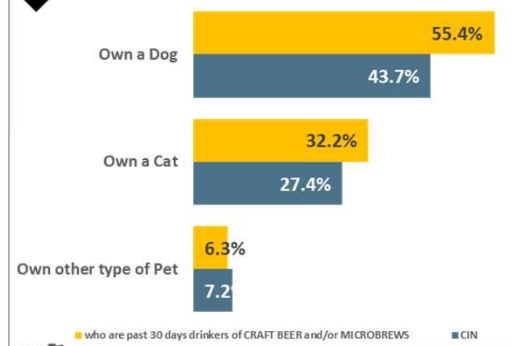
Own/Rent/Other: Adults 21 or older



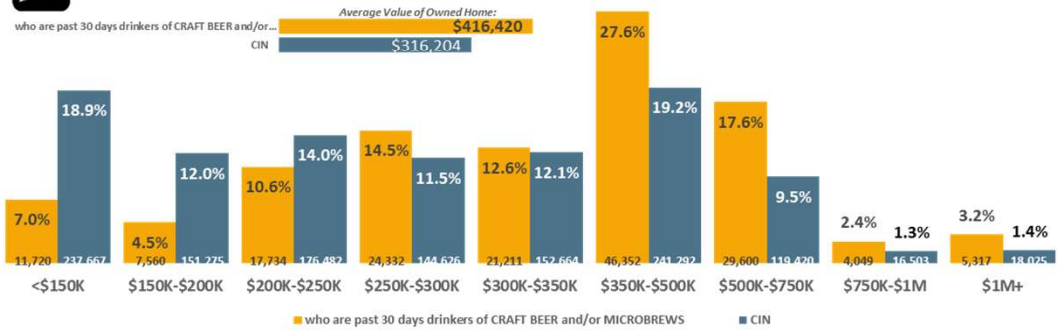
Type of Home: Adults 21 or older



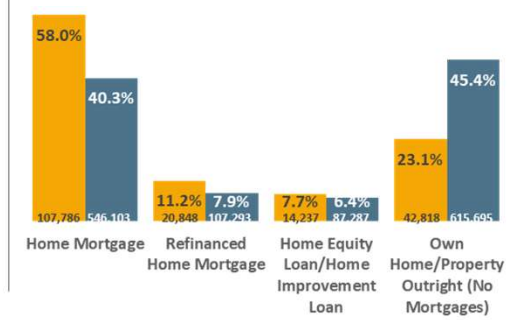
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

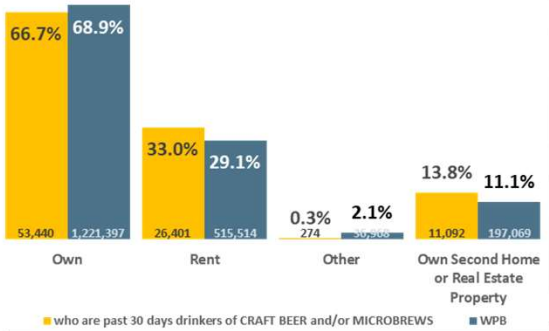
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

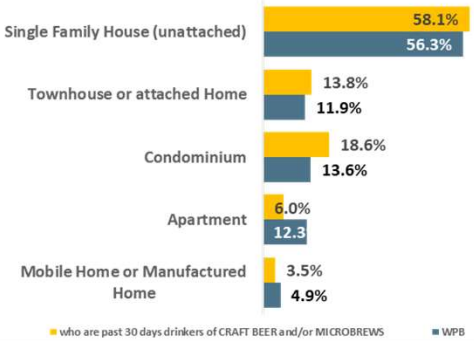


4.5% or 80,115 of WPB DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 3.1% less likely to own their home, .2% more likely to own a higher valued home, 3.3% more likely to have a single-family home, 29.8% more likely to have a dog.

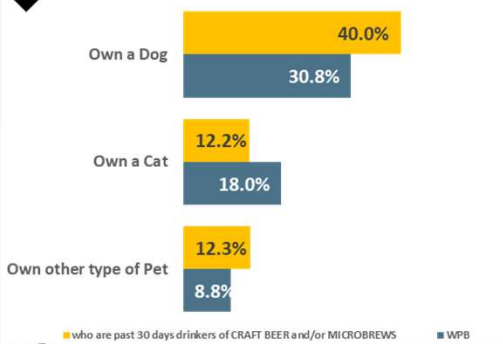
Own/Rent/Other: Adults 21 or older



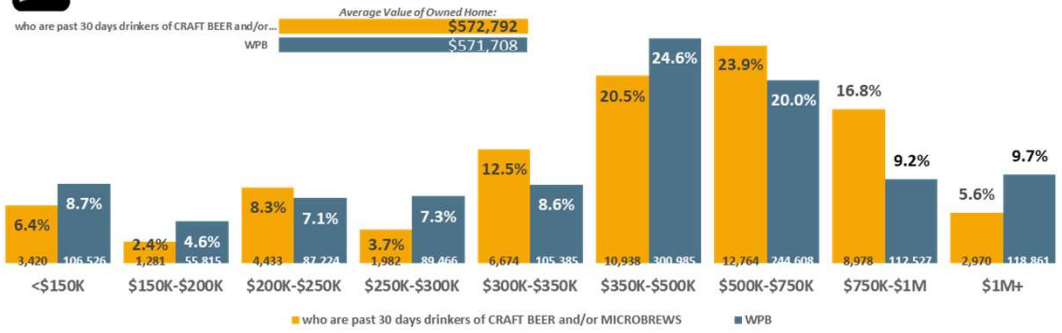
Type of Home: Adults 21 or older



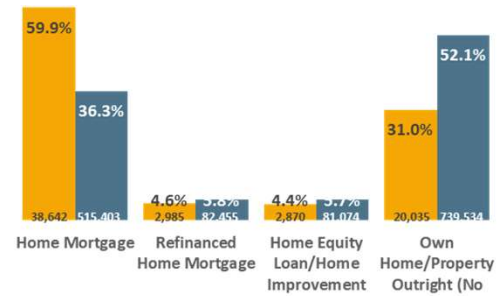
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

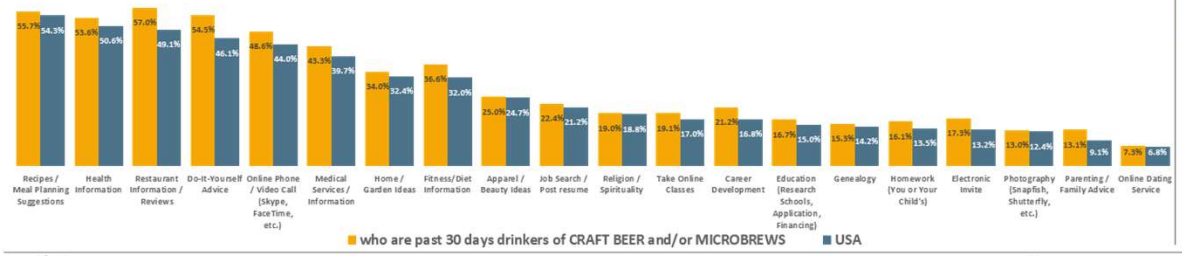
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

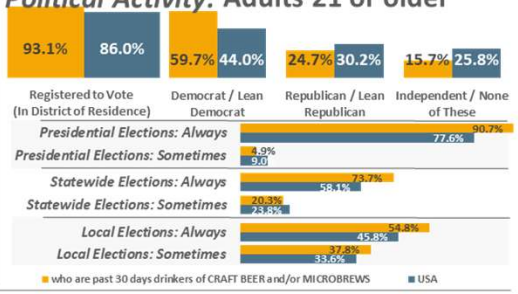


10.6% or 27,881,399 of USA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 18.3% more likely to look up D-I-Y advice online, 19.5% more likely to always vote in local elections, 26.7% more likely to belong to a gym, 32.7% more likely to fly dome

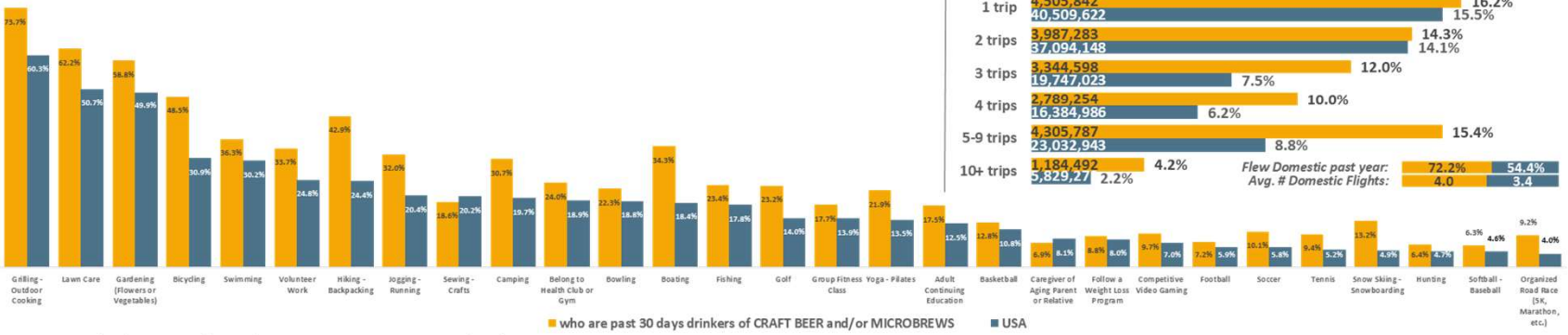
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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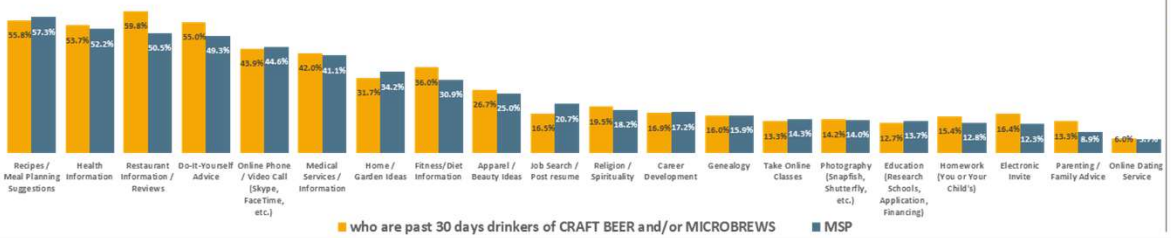
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

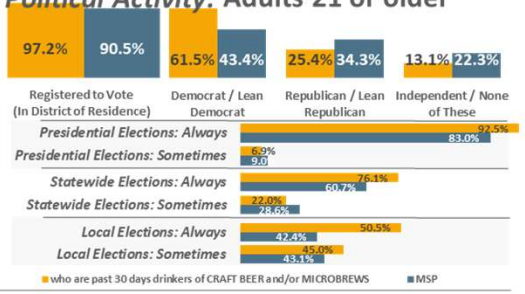


17.5% or 635,584 of MSP DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or…
Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 11.7% more likely to look up D-I-Y advice online, 19.1% more likely to always vote in local elections, 4.8% more likely to belong to a gym, 30.9% more likely to fly domes

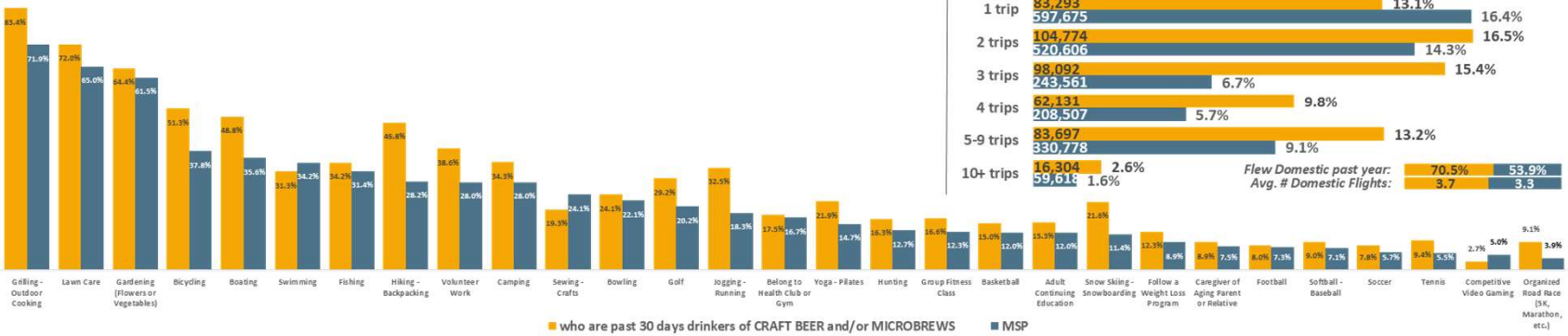
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

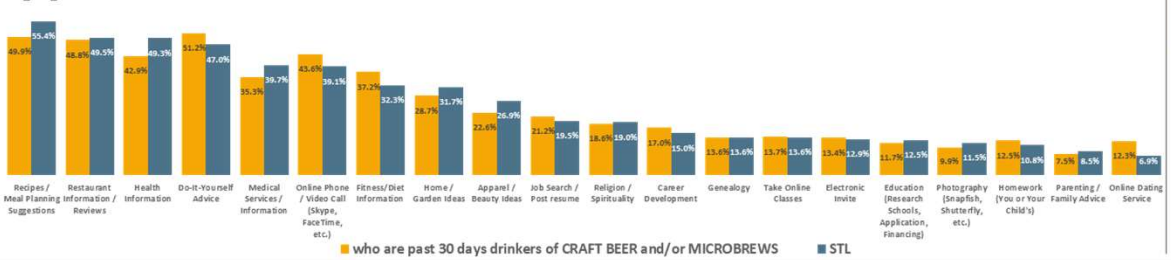
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

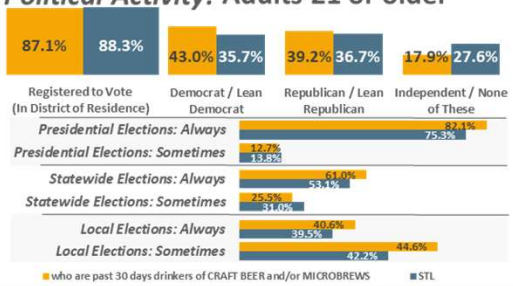


10.8% or 258,809 of STL DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or…
Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 8.8% more likely to look up D-I-Y advice online, 2.7% more likely to always vote in local elections, 66.3% more likely to belong to a gym, 70.4% more likely to fly domest

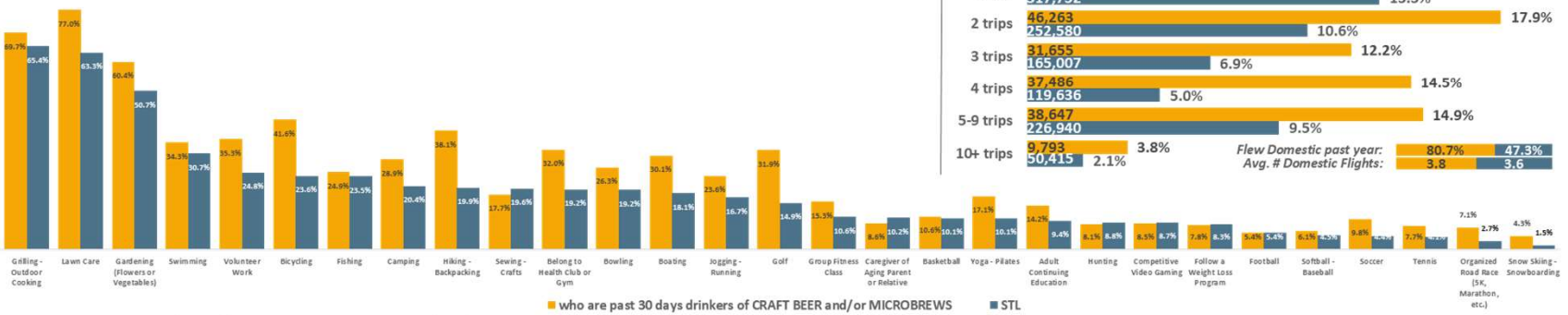
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

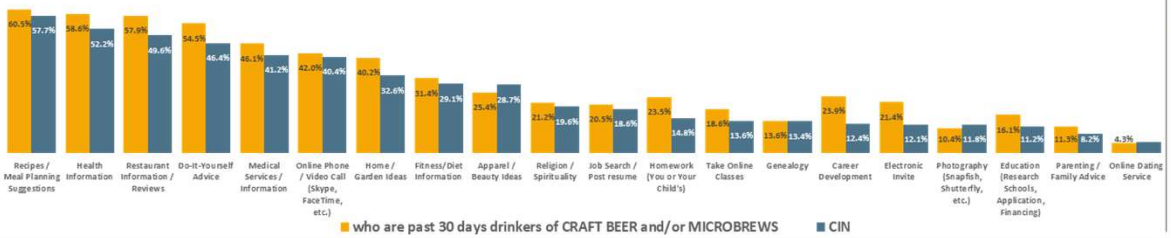
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

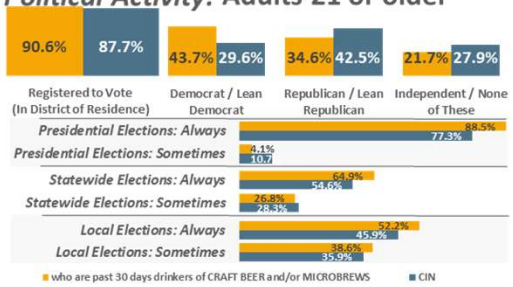


12.2% or 223,355 of CIN DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or…
Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 17.5% more likely to look up D-I-Y advice online, 13.7% more likely to always vote in local elections, 20.8% more likely to belong to a gym, 54.8% more likely to fly dome

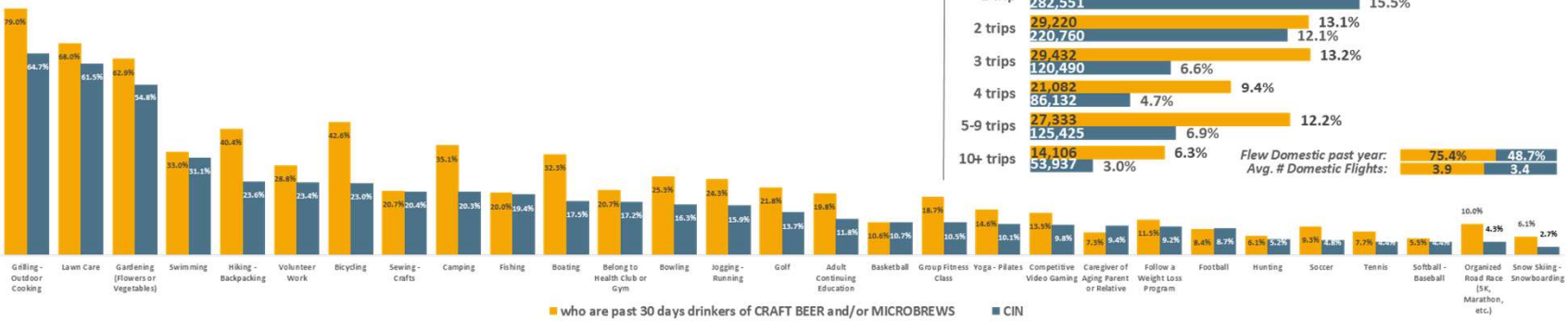
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

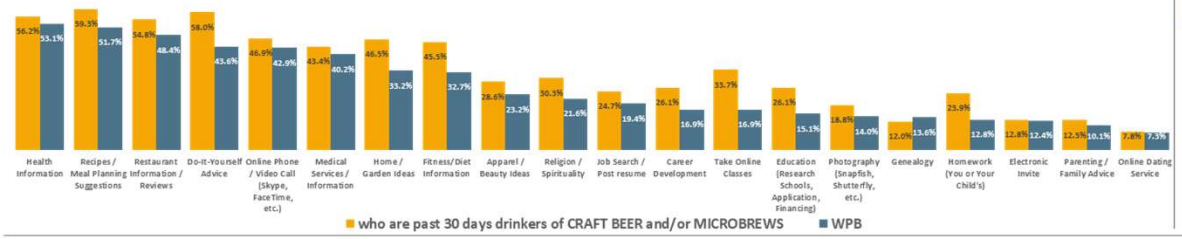
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

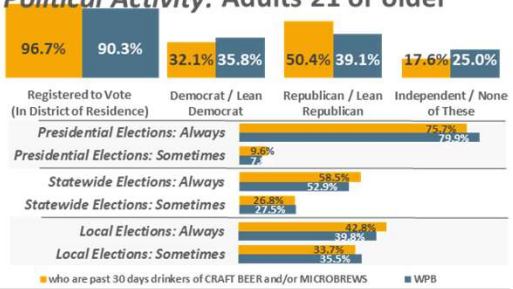


4.5% or 80,115 of WPB DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 32.9% more likely to look up D-I-Y advice online, 7.6% more likely to always vote in local elections, 91.8% more likely to belong to a gym, 32.3% more likely to fly domes

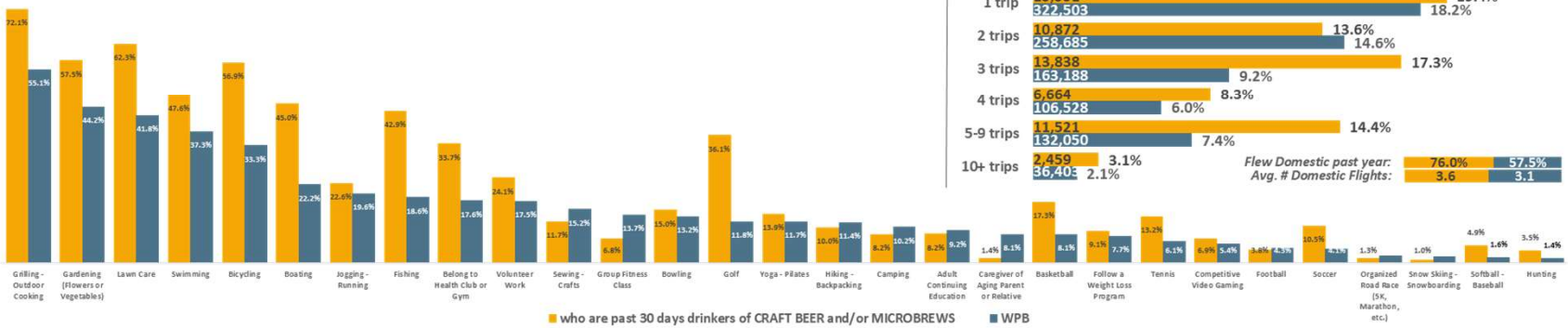
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



10.6% or 27,881,399 of USA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 4.8% more likely to use QSRs past mo., 16.9% more likely to use Sit-Down Restaurants past mo., 1.8% less likely to use Casinos past yr., 41.3% less likely to smoke cigare

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

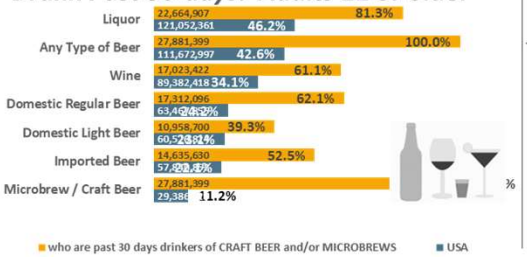
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

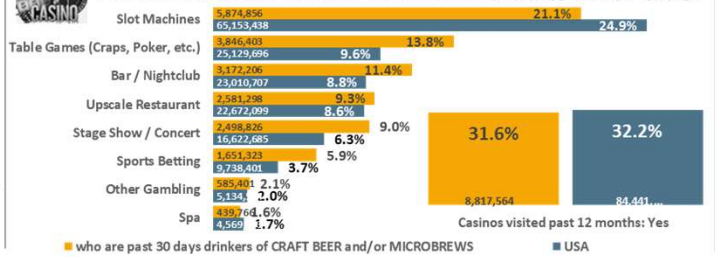


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

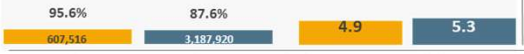


17.5% or 635,584 of MSP DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 9.1% more likely to use QSRs past mo., 16.9% more likely to use Sit-Down Restaurants past mo., 14.1% less likely to use Casinos past yr., 52.1% less likely to smoke cigar

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

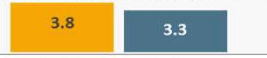
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

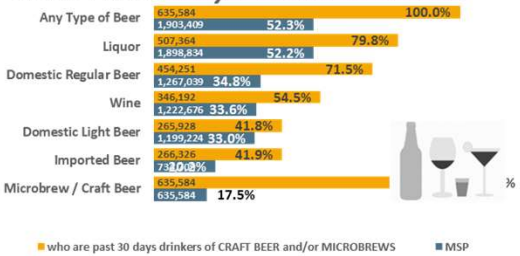
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

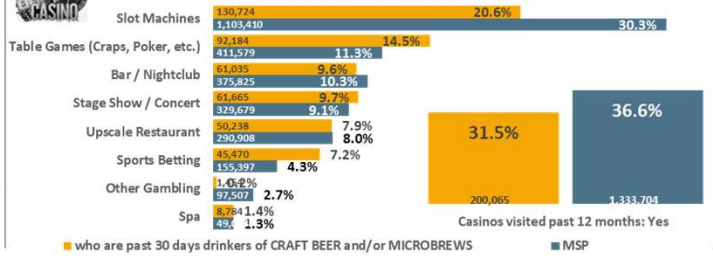


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



10.8% or 258,809 of STL DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 7.9% more likely to use QSRs past mo., 25.% more likely to use Sit-Down Restaurants past mo., 22.1% more likely to use Casinos past yr., 60.9% less likely to smoke cigare

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

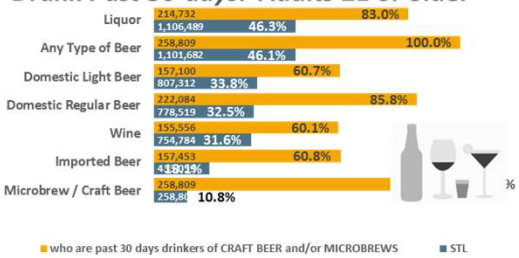
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

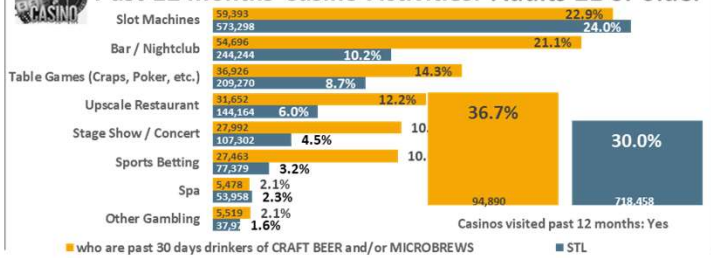


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



12.2% or 223,355 of CIN DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 7.% more likely to use QSRs past mo., 15.9% more likely to use Sit-Down Restaurants past mo., 11.9% more likely to use Casinos past yr., 13.3% less likely to smoke cigare

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



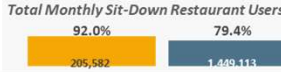
Avg. Monthly QSR Meals:



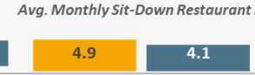
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

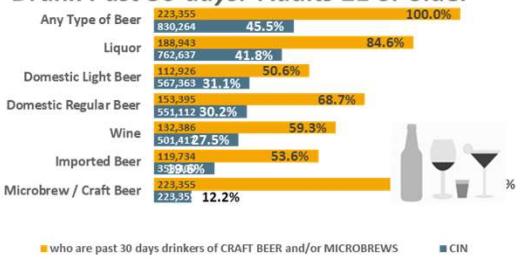
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

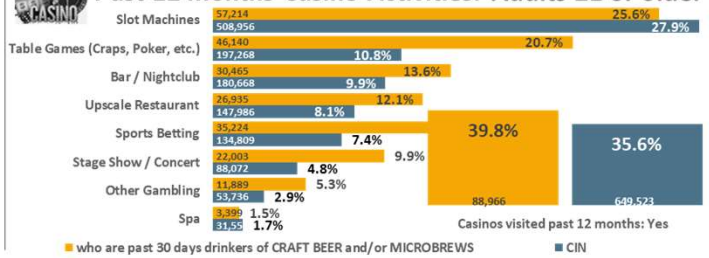


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

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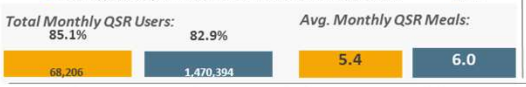
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



4.5% or 80,115 of WPB DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 2.7% more likely to use QSRs past mo., 22.6% more likely to use Sit-Down Restaurants past mo., 13.% more likely to use Casinos past yr., 30.4% less likely to smoke cigare

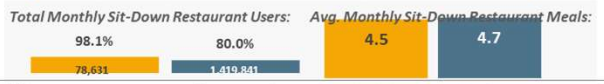
Past 30-days QSR Users: Adults 21 or older





Past 30-days Sit-Down Restaurant Users: Adults 21 or older





Top-10 Cuisines: Adults 21 or older

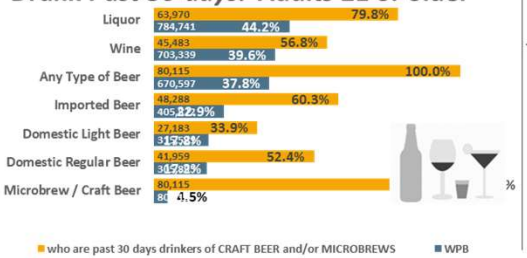
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

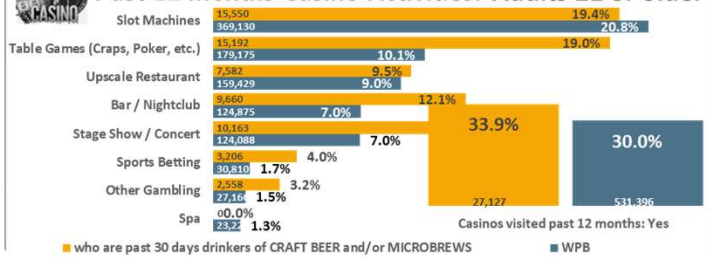
who are past 30 days drinkers of CRAFT BEER and/or...	19,404	24.2%
WPB	297,235	16.8%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



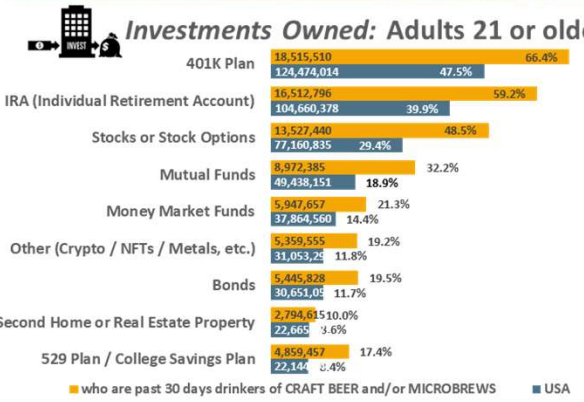
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

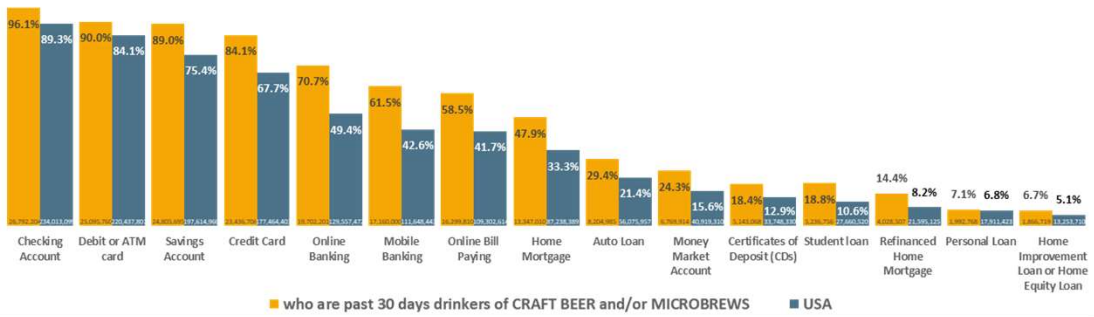


10.6% or 27,881,399 of USA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 39.9% more likely to have a 401K, 37.6% more likely to have an Auto Loan, 90.9% more likely to Invest/Trade Stocks Online, 8.7% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



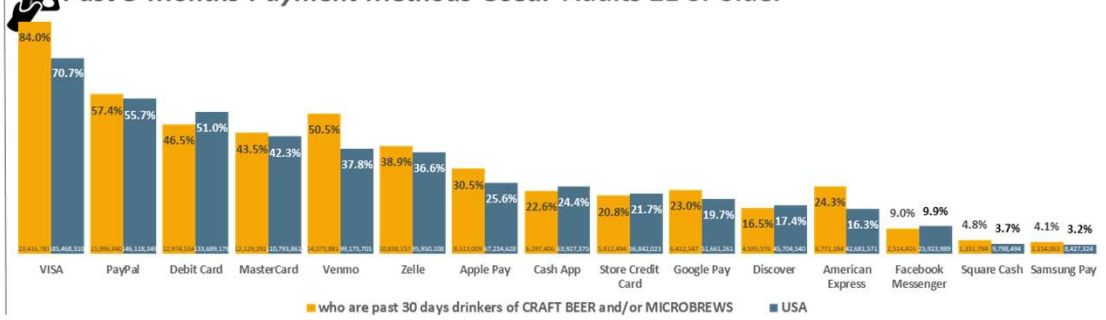
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

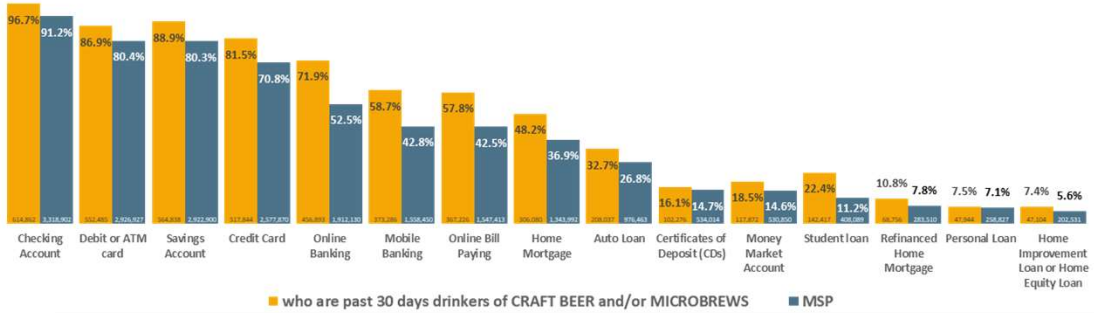


17.5% or 635,584 of MSP DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or…
Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 22.5% more likely to have a 401K, 22.% more likely to have an Auto Loan, 94.9% more likely to Invest/Trade Stocks Online, 1.7% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

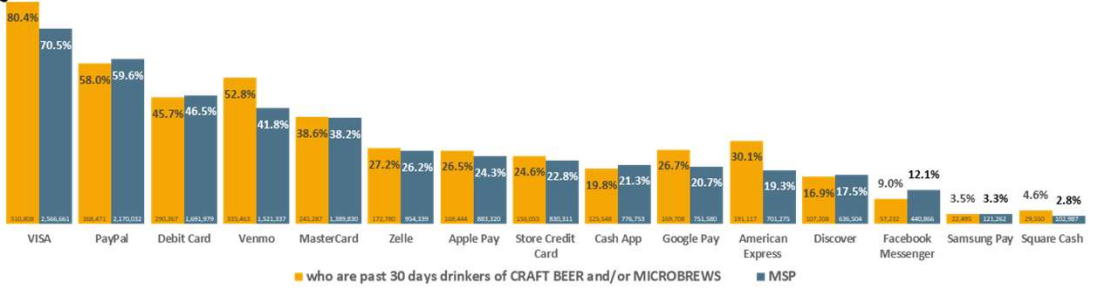


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

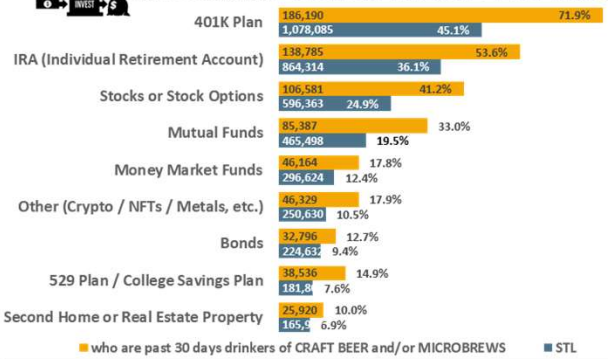
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

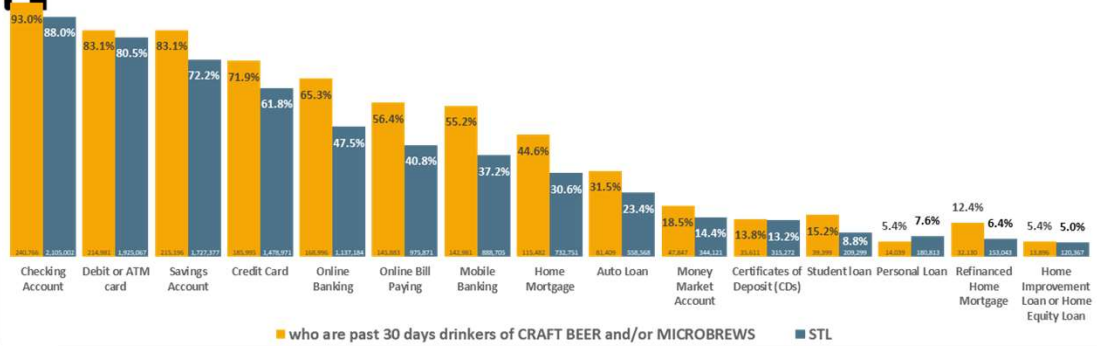


10.8% or 258,809 of STL DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or…
Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 59.6% more likely to have a 401K, 34.7% more likely to have an Auto Loan, 89.6% more likely to Invest/Trade Stocks Online, 11.4% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

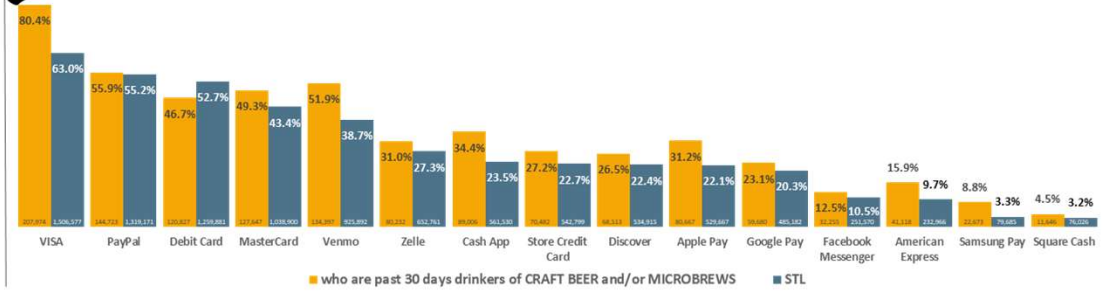


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

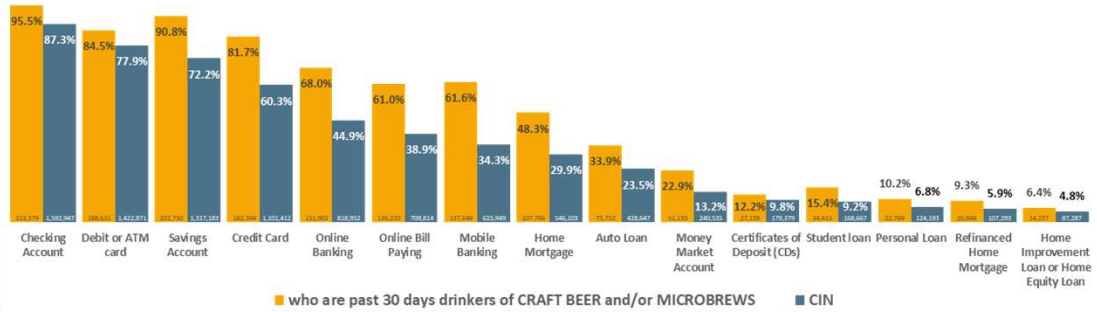


12.2% or 223,355 of CIN DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or…
Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 53.1% more likely to have a 401K, 44.4% more likely to have an Auto Loan, 138.8% more likely to Invest/Trade Stocks Online, 5.% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



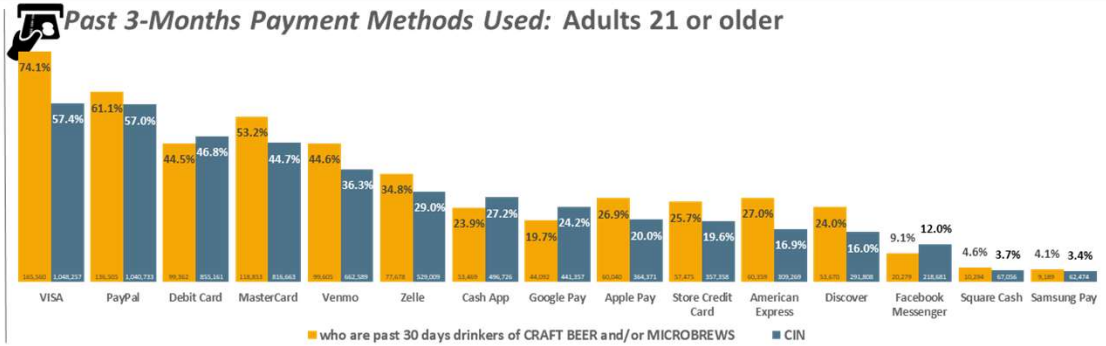
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

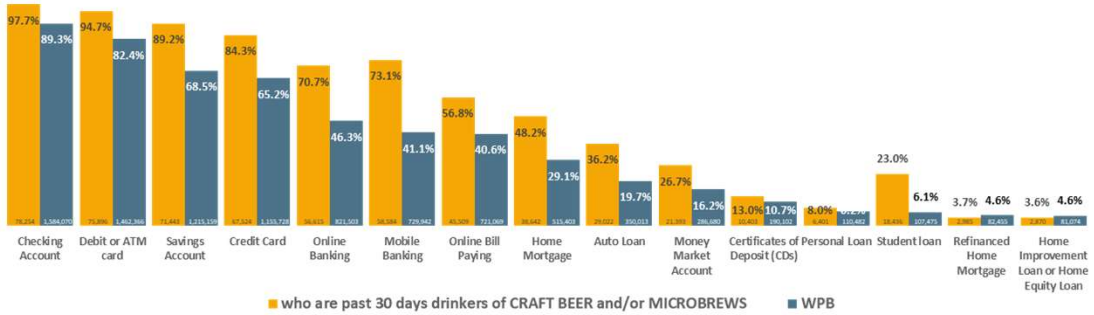


4.5% or 80,115 of WPB DMA Adults 21 or older are past 30 days drinkers of CRAFT BEER and/or MICROBREWS. Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS are 66.8% more likely to have a 401K, 83.6% more likely to have an Auto Loan, 33.5% more likely to Invest/Trade Stocks Online, 12.8% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



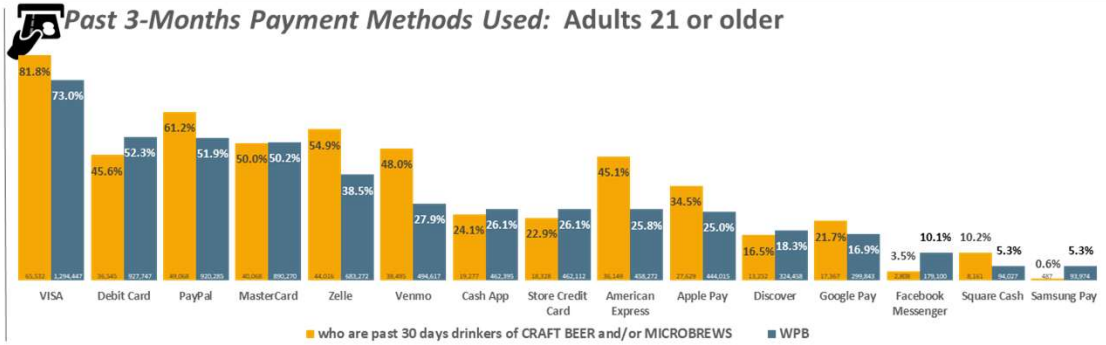
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

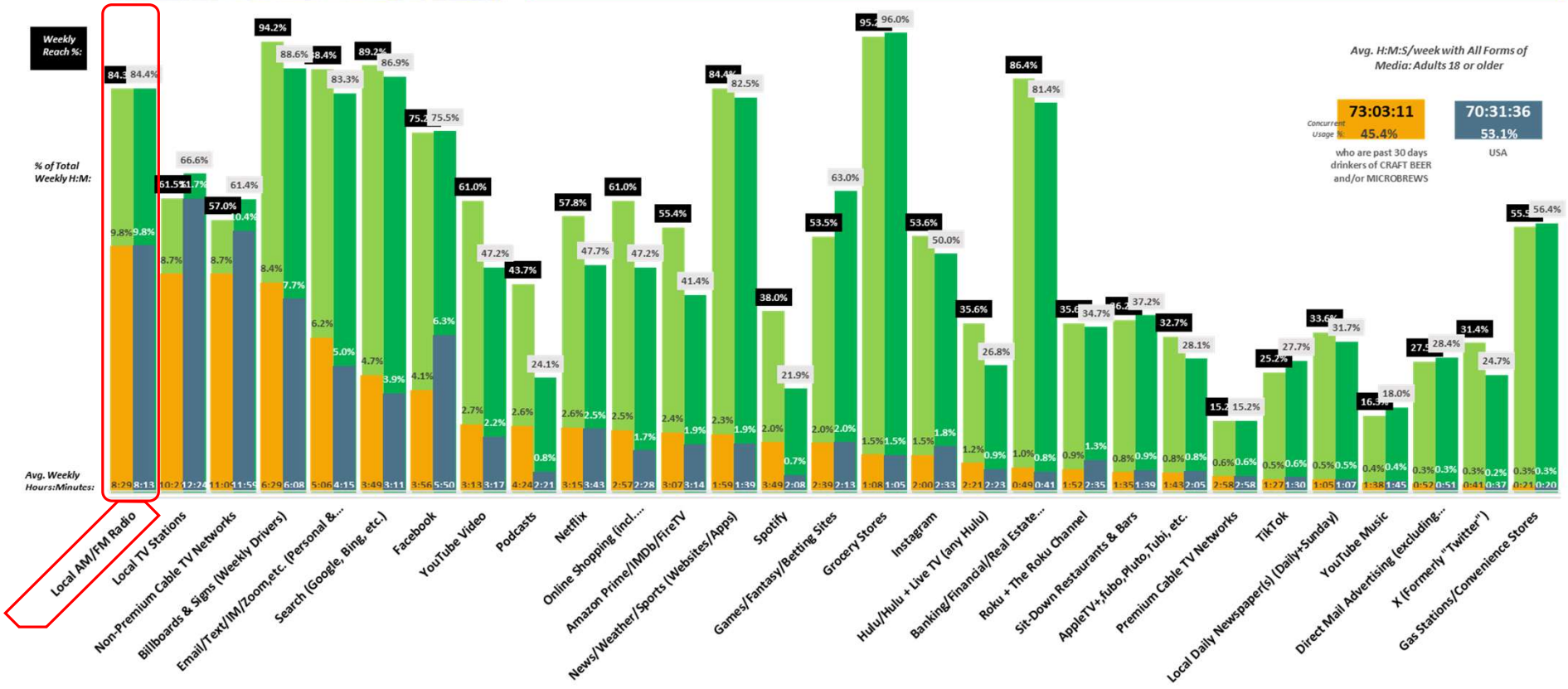
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 3 days, 1 hours, 3 minutes and 11 seconds each week with All Forms of Media.

84.3% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 8 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.

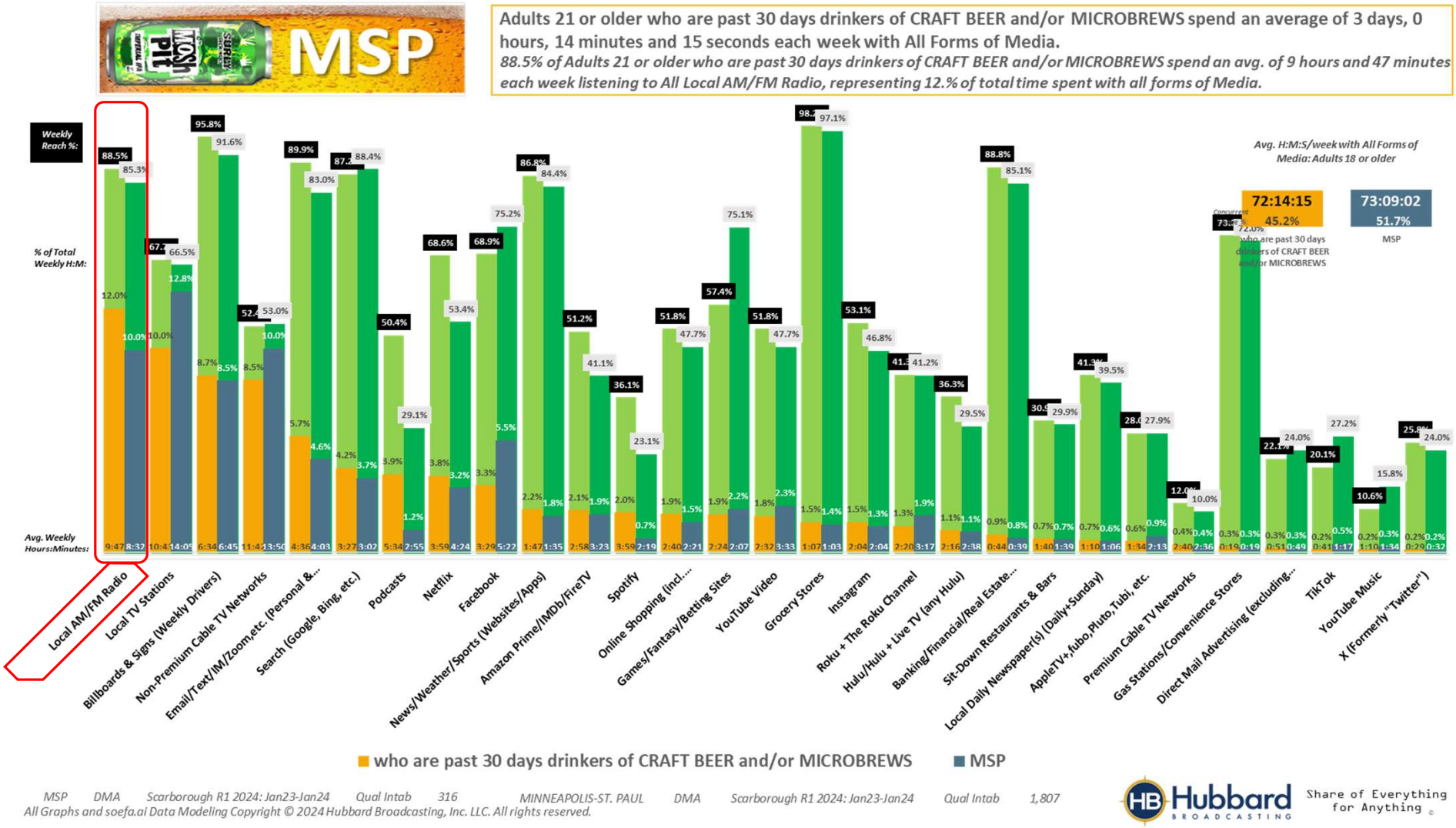


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

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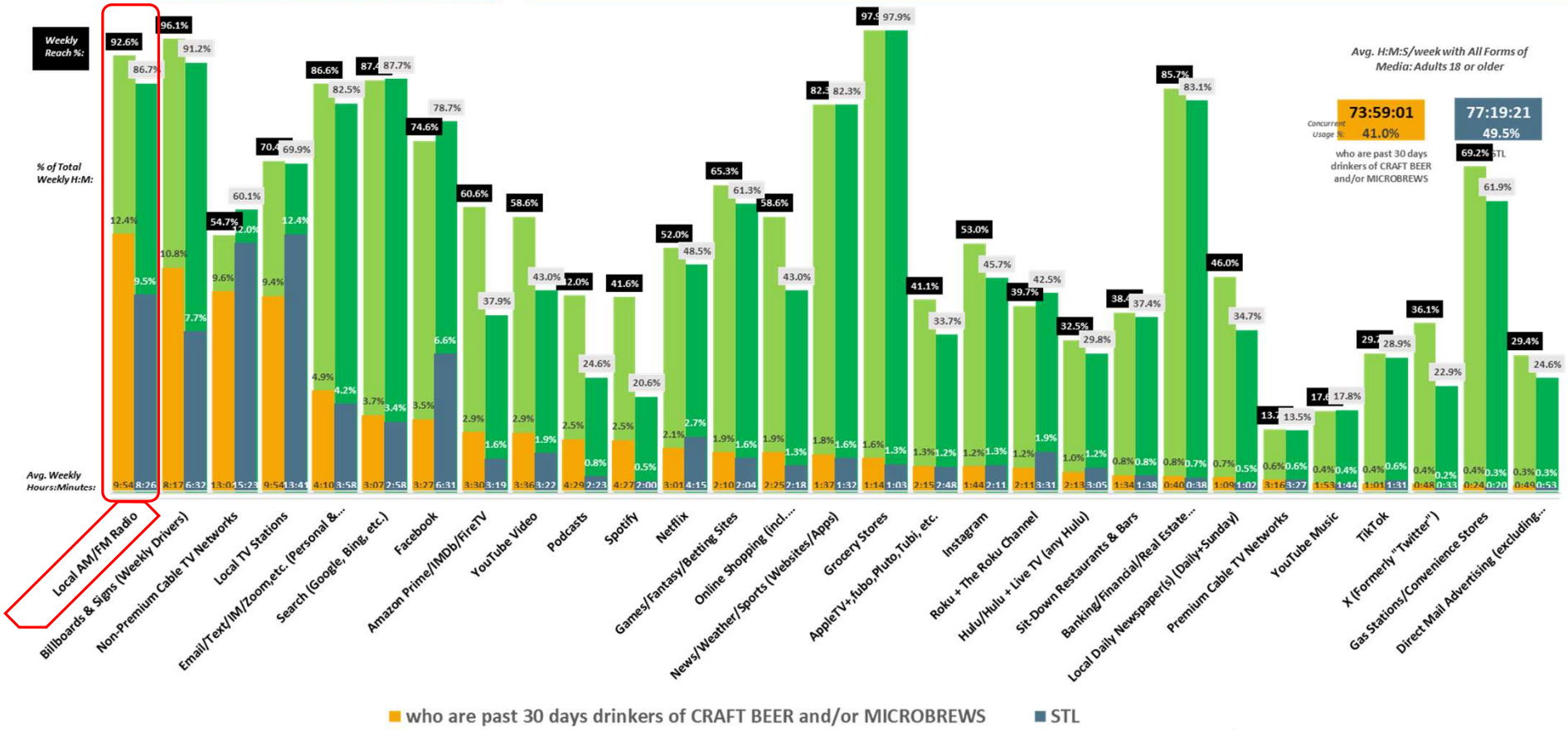
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 3 days, 1 hours, 59 minutes and 1 seconds each week with All Forms of Media.

92.6% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 9 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 12.4% of total time spent with all forms of Media.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

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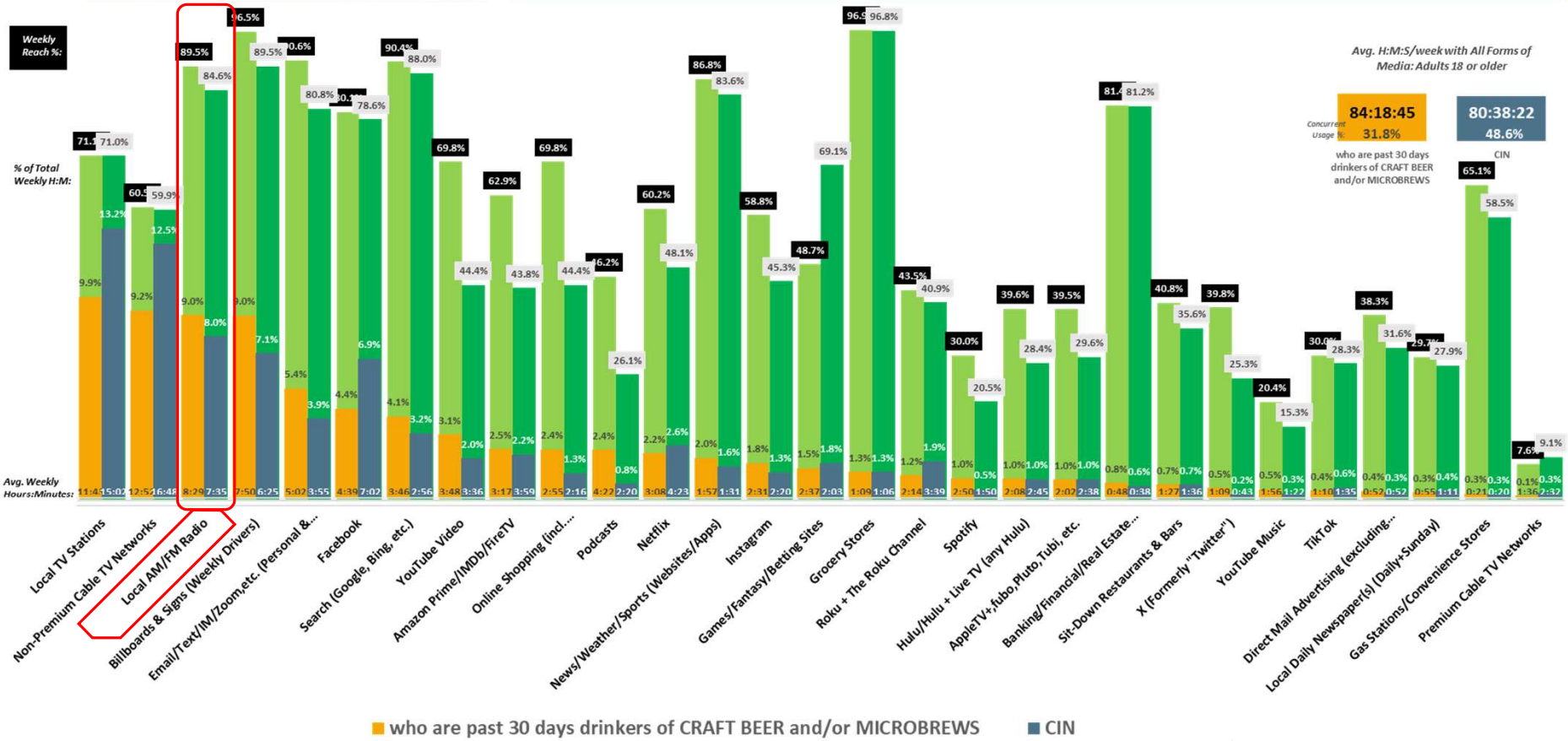
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 3 days, 12 hours, 18 minutes and 45 seconds each week with All Forms of Media.

89.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 8 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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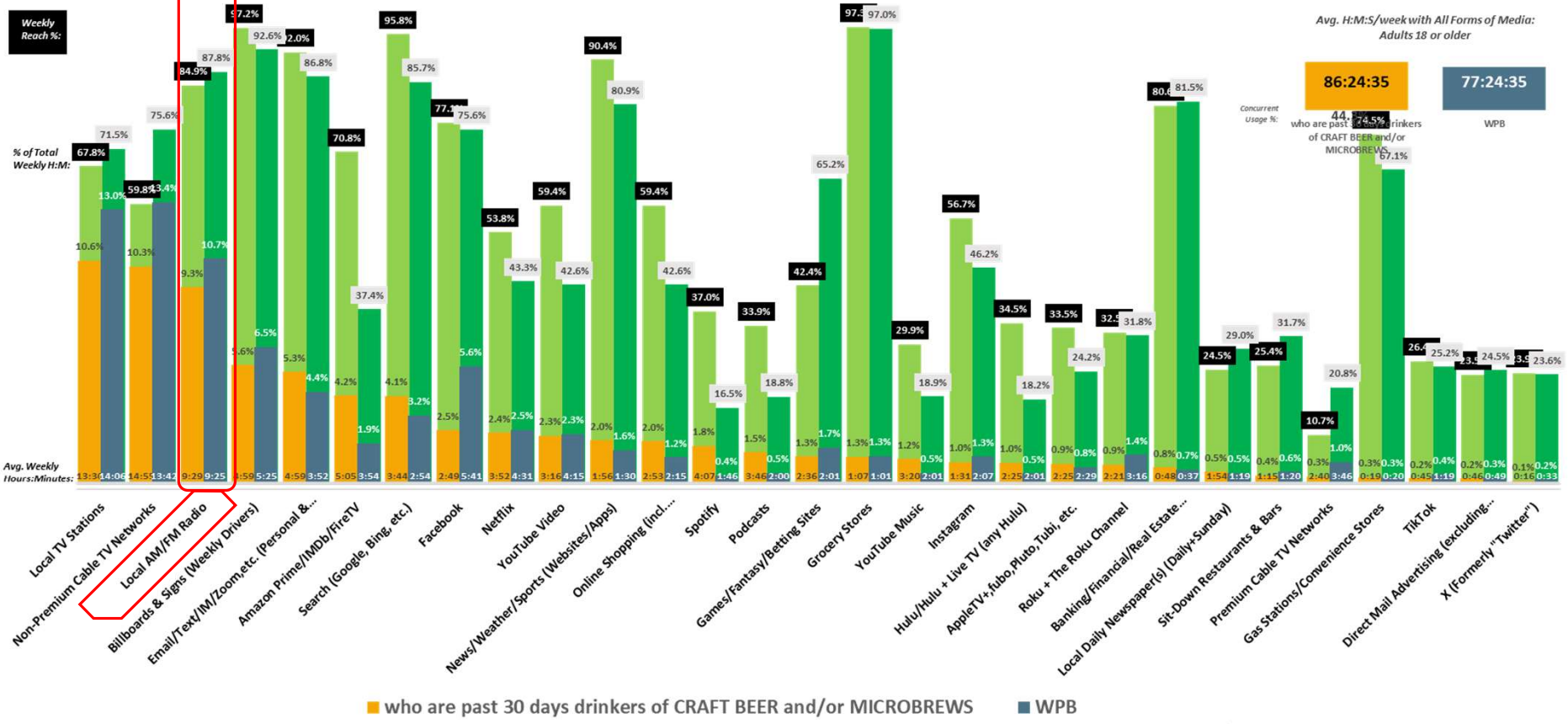
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 3 days, 14 hours, 24 minutes and 35 seconds each week with All Forms of Media.

84.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 9 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,429

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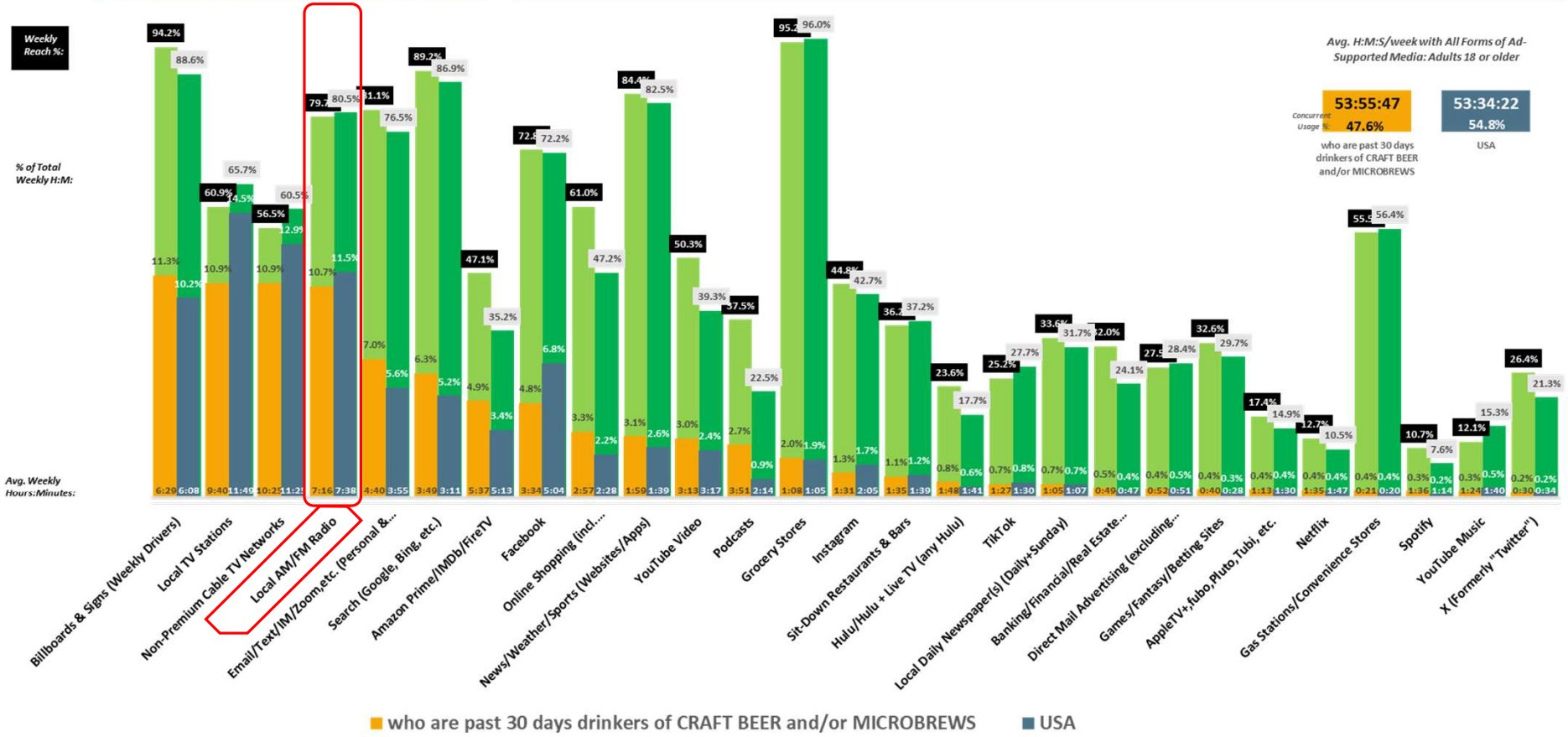
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 2 days, 5 hours, 55 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

79.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported

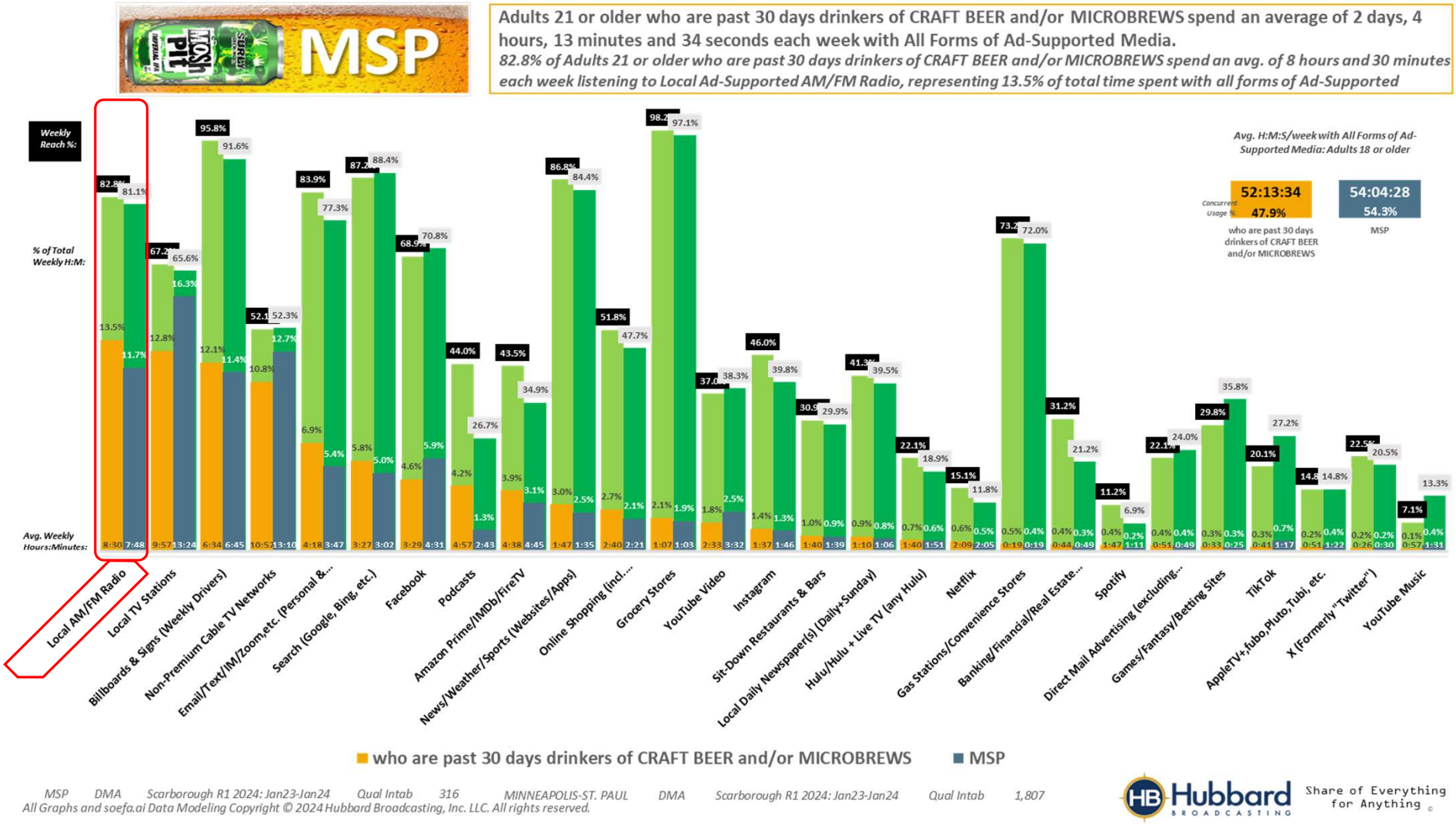


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

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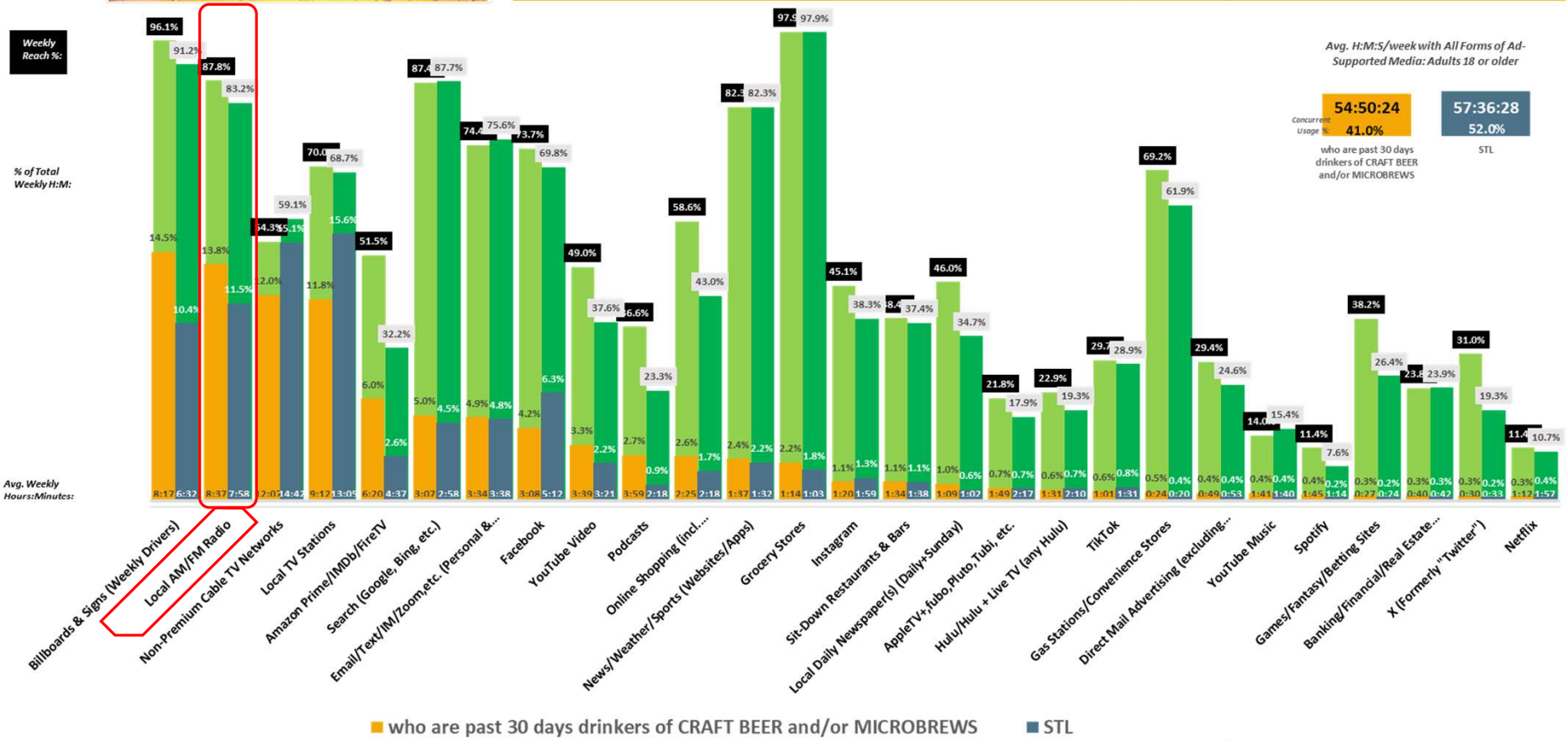
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 2 days, 6 hours, 50 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

87.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an avg. of 8 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.8% of total time spent with all forms of Ad-Supported

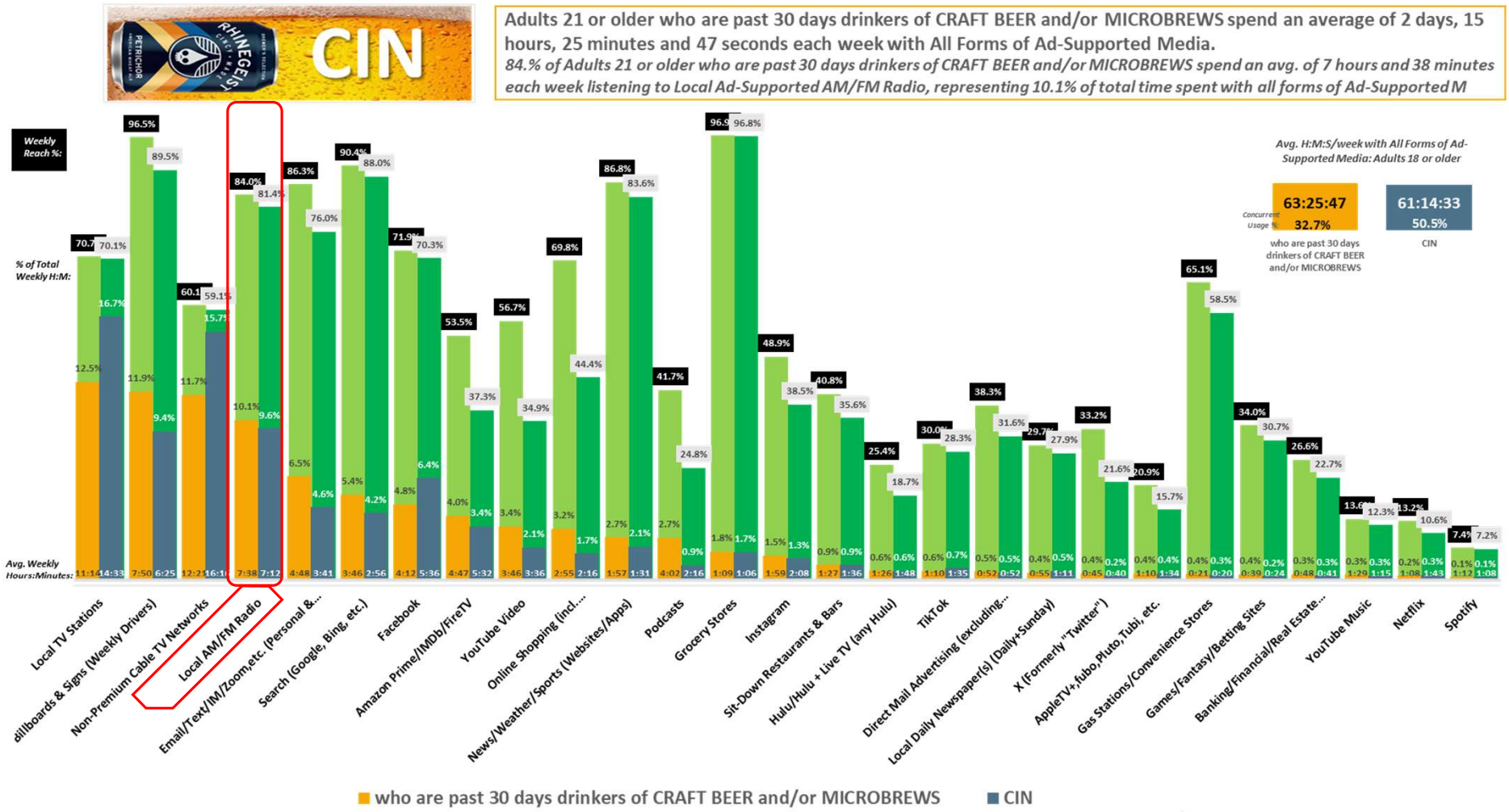


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

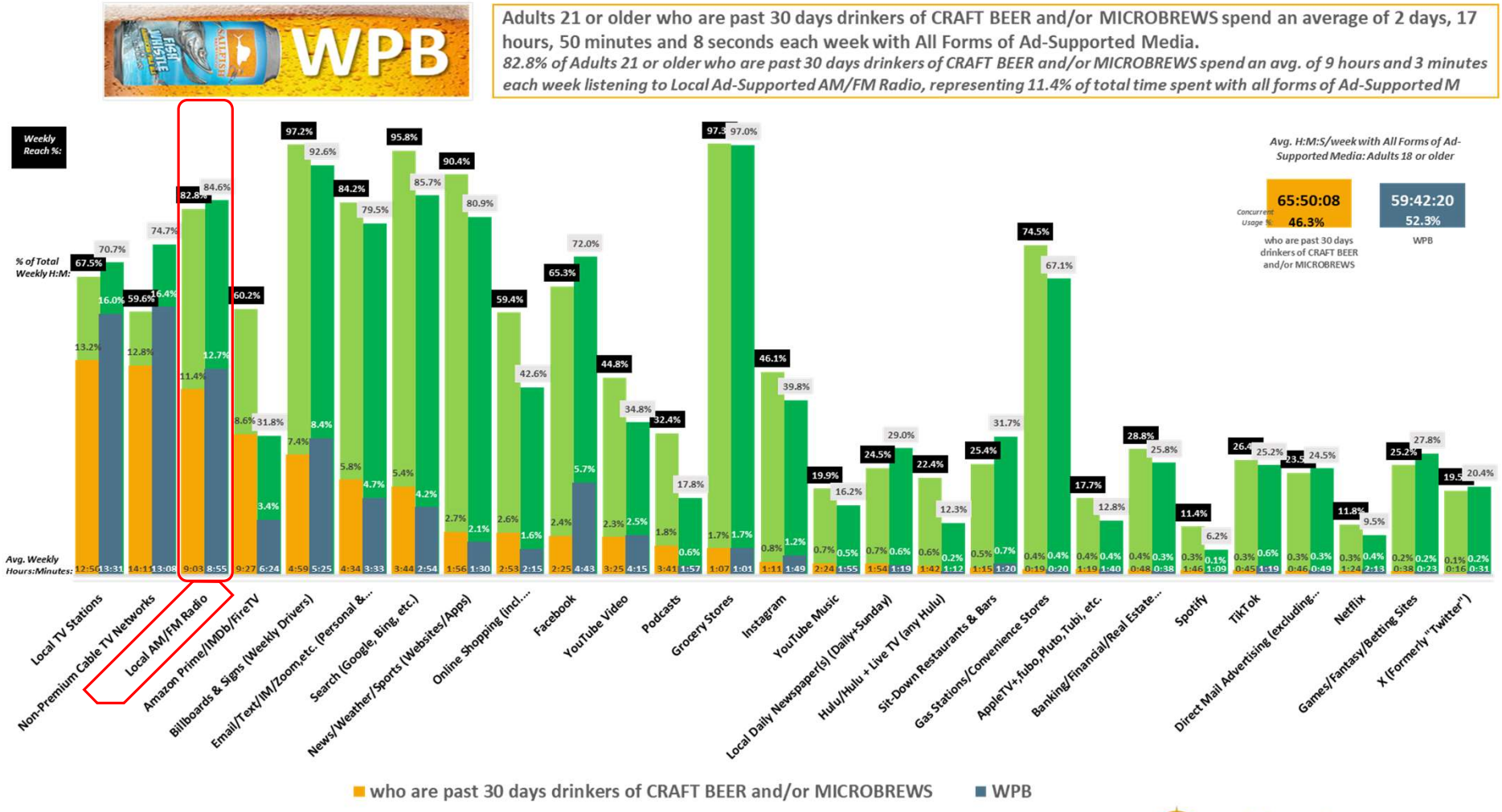
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,429

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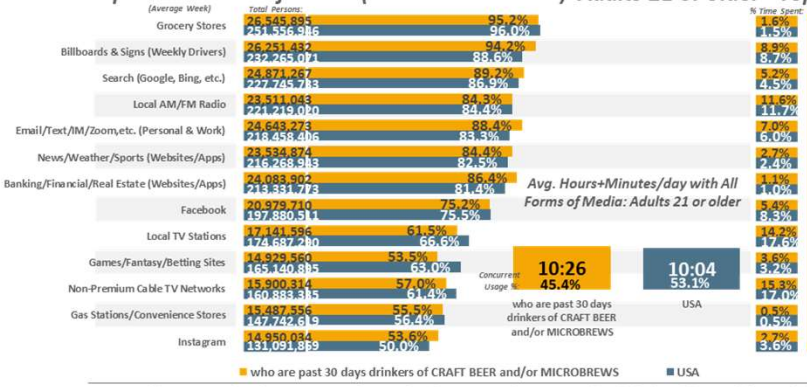
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

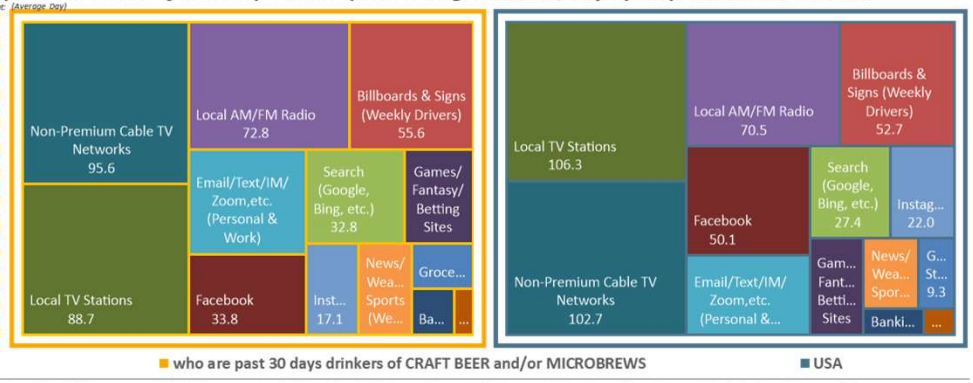


Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

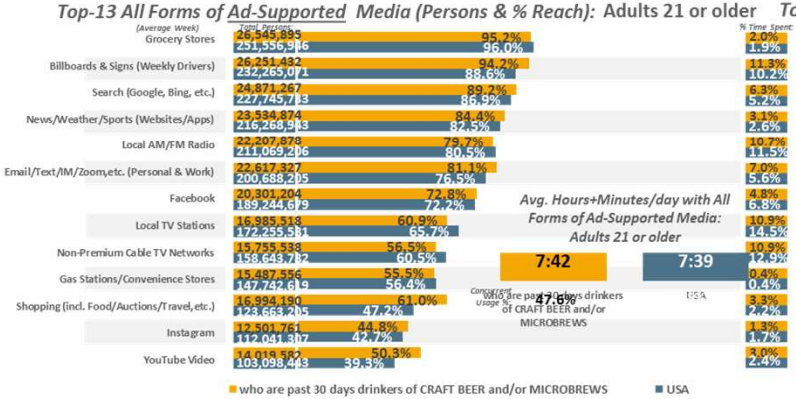
Top-13 All Forms of Media (Persons & % Reach): **Adults 21 or older**



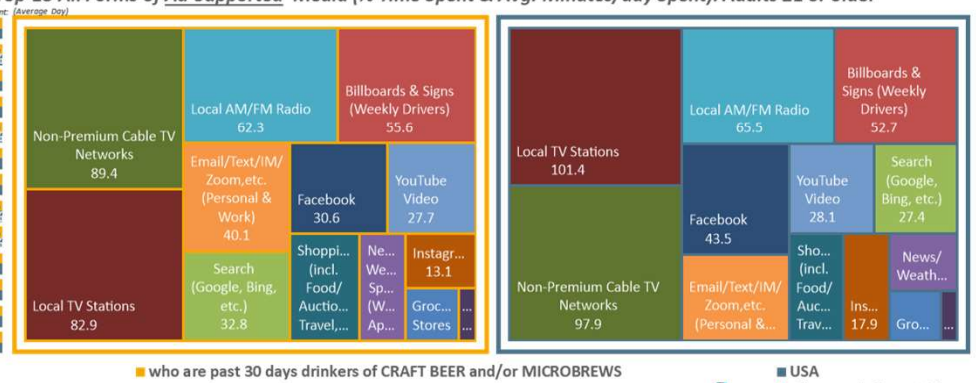
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 21 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

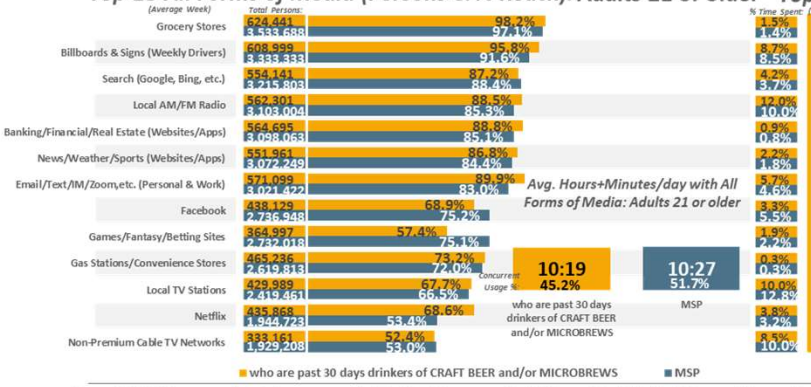
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

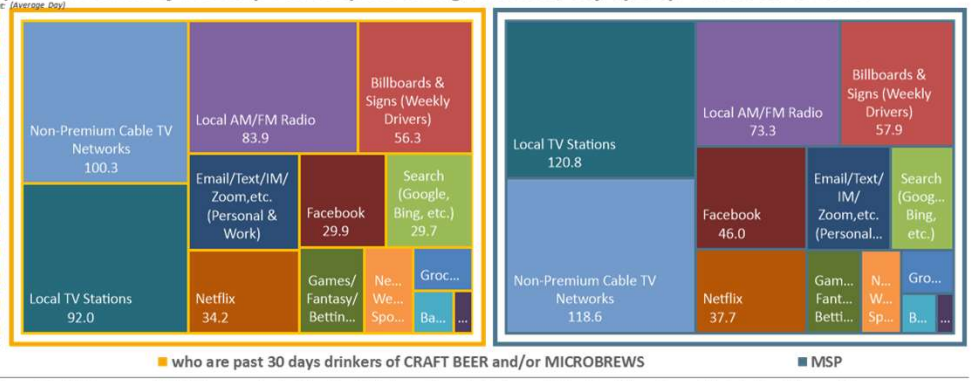


Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 82.8% listen to Local AM/FM Radio for an avg. of 73. minutes/day. *(Local Radio delivers 13.5% of Time with Ad-Supported Media.)*

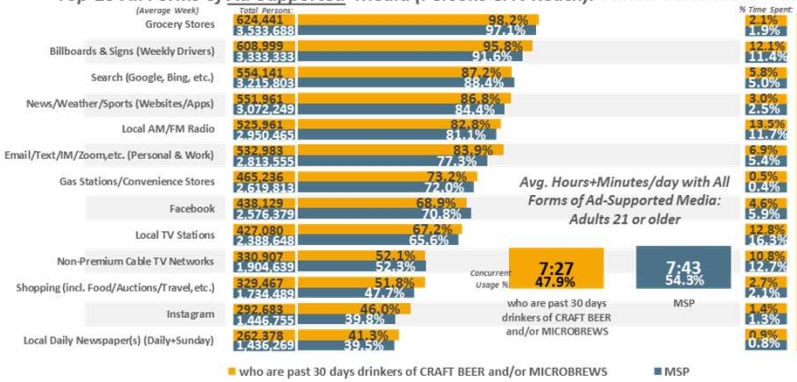
Top-13 All Forms of Media (Persons & % Reach): **Adults 21 or older**



Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 21 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

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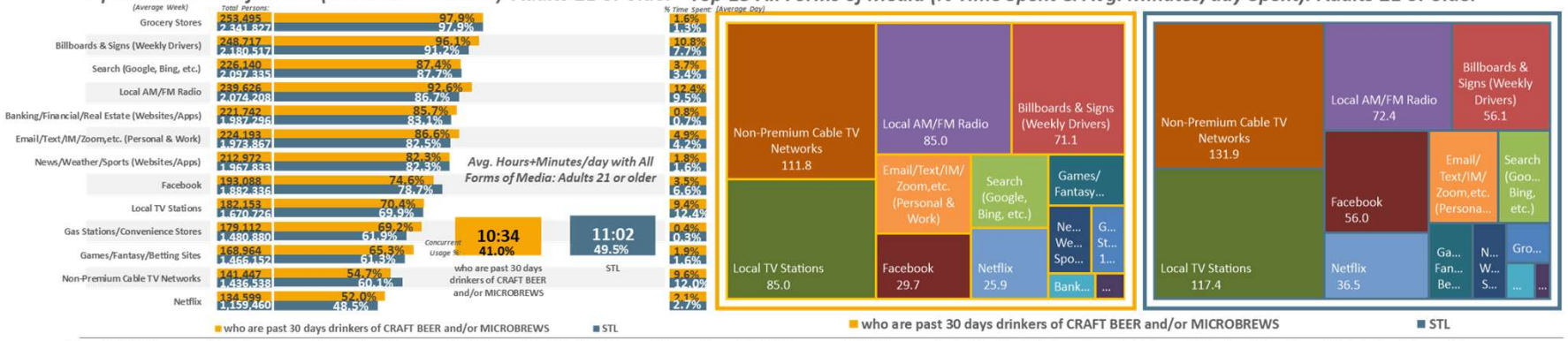
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

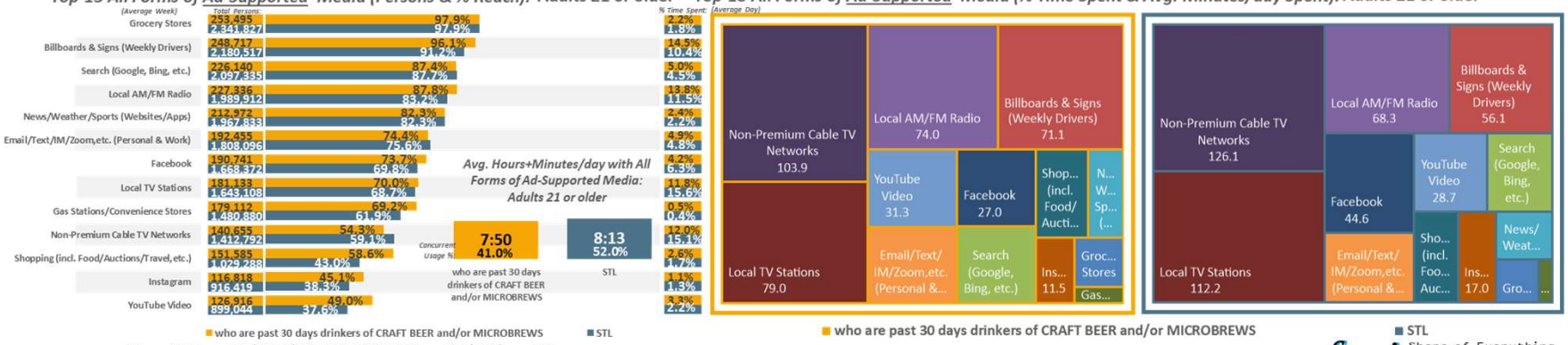


Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 87.8% listen to Local AM/FM Radio for an avg. of 74. minutes/day. *(Local Radio delivers 13.8% of Time with Ad-Supported Media.)*

Top-13 All Forms of Media (Persons & % Reach): **Adults 21 or older** ***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 21 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 21 or older** ***Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 21 or older**



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

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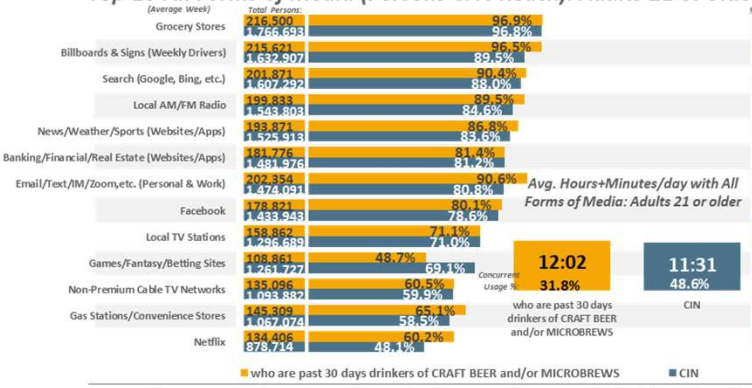
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

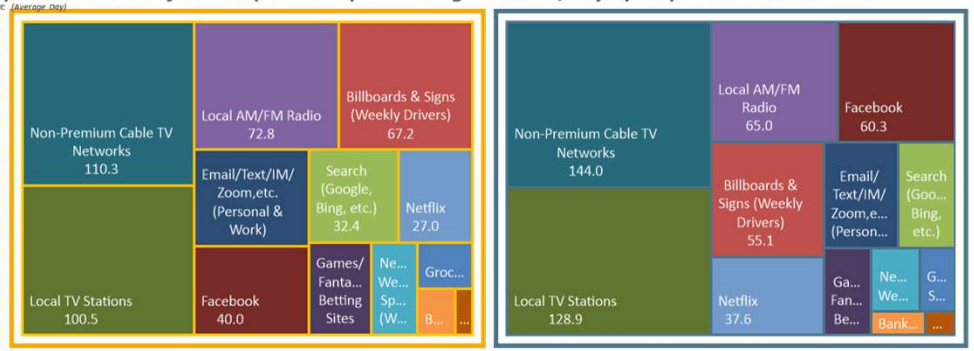


Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 9 hours and 3 minutes each day with All Forms of Ad-Supported Media. 84.% listen to Local AM/FM Radio for an avg. of 65.4 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

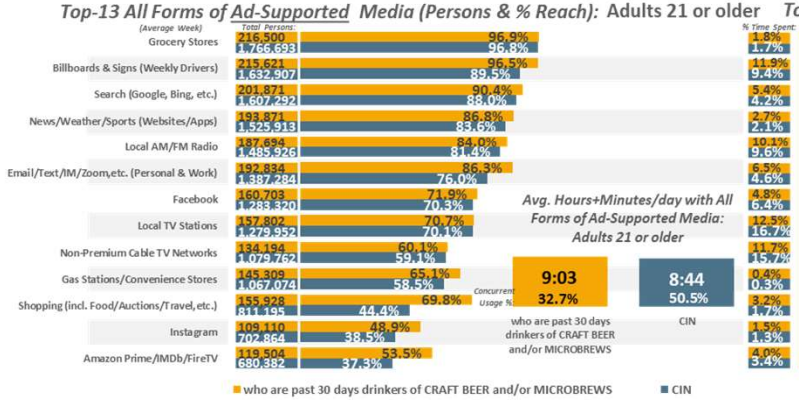
Top-13 All Forms of Media (Persons & % Reach): **Adults 21 or older**



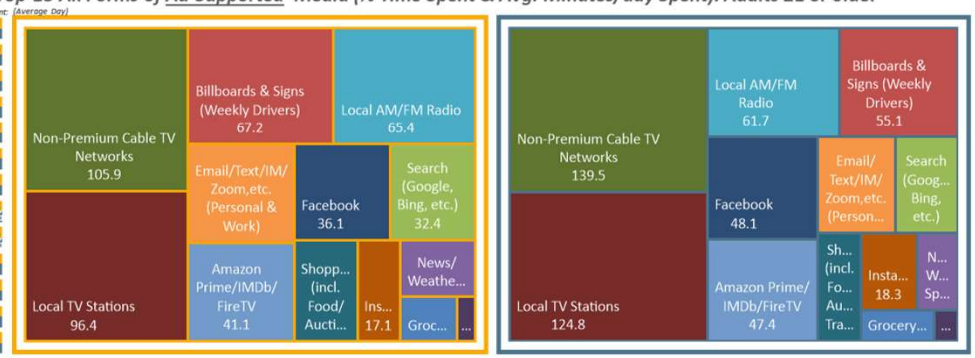
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 21 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

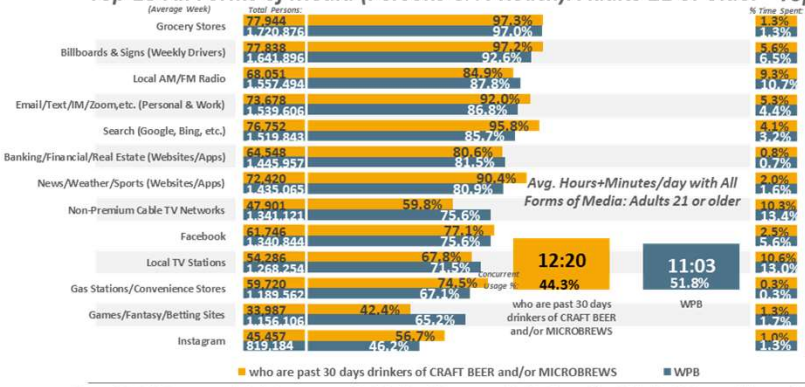
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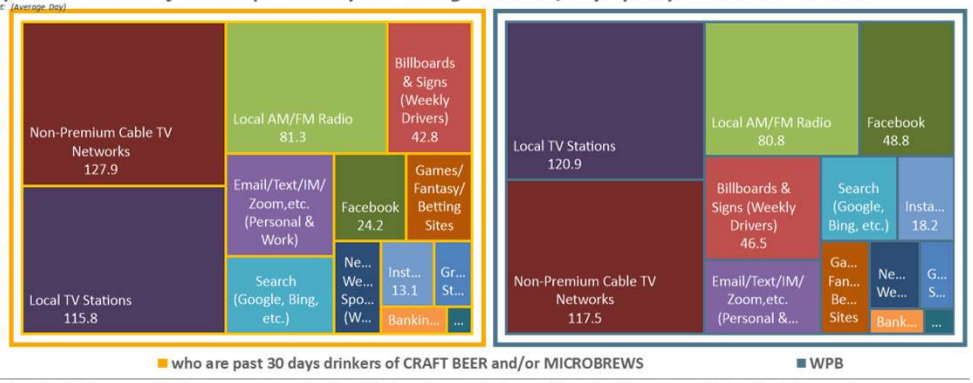
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 9 hours and 24 minutes each day with All Forms of Ad-Supported Media. 82.8% listen to Local AM/FM Radio for an avg. of 77.6 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

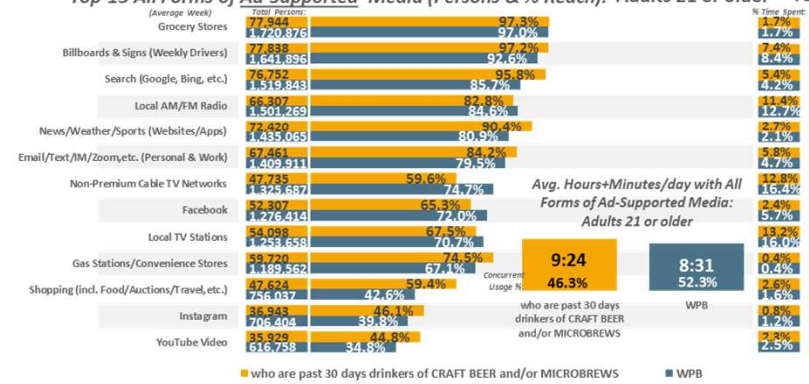
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



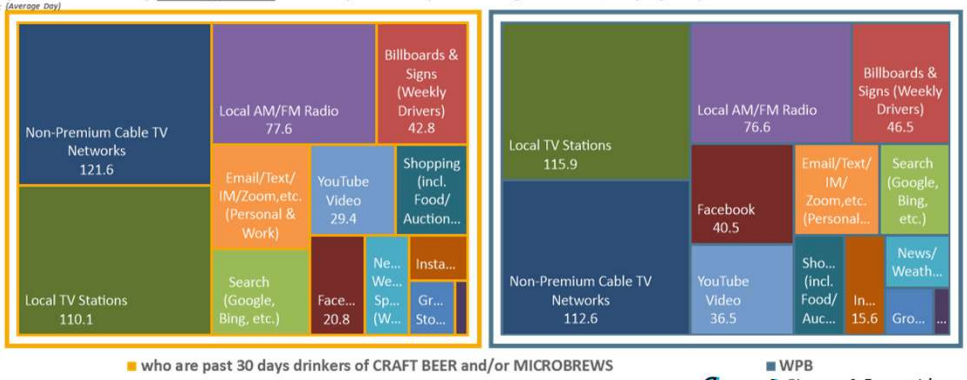
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

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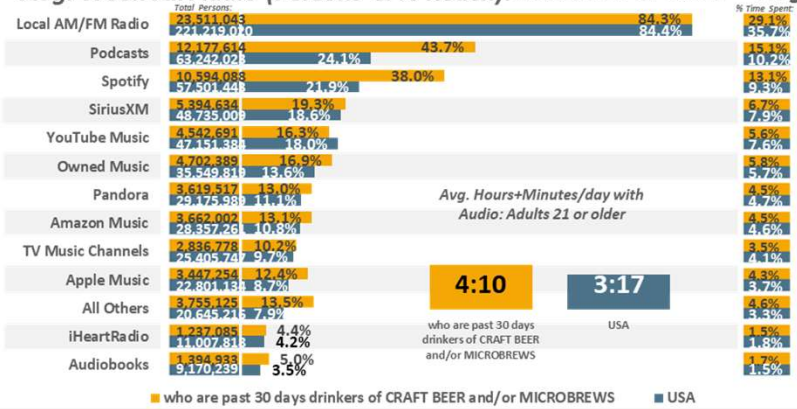
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



22,207,878 or 79.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

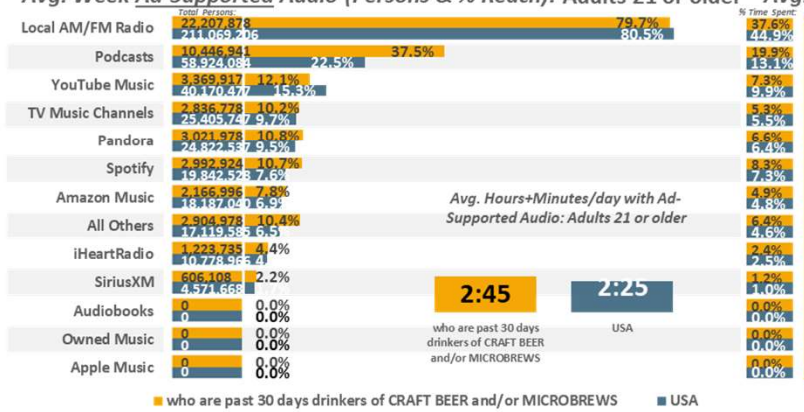
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



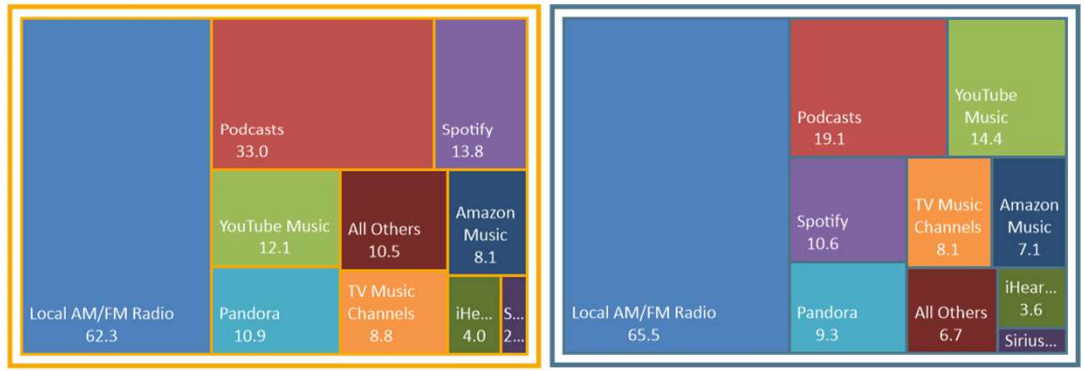
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,643*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

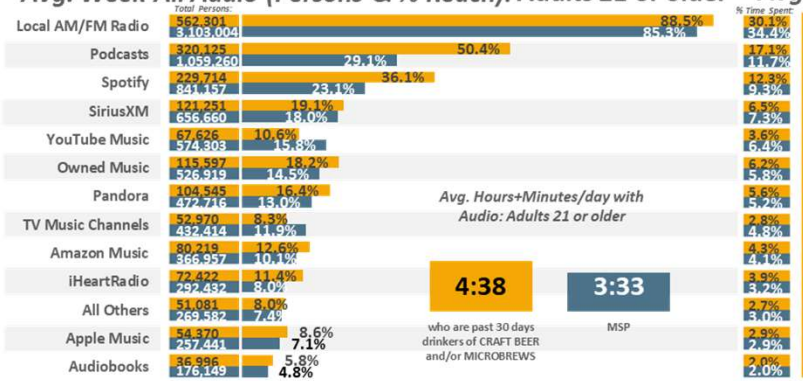
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

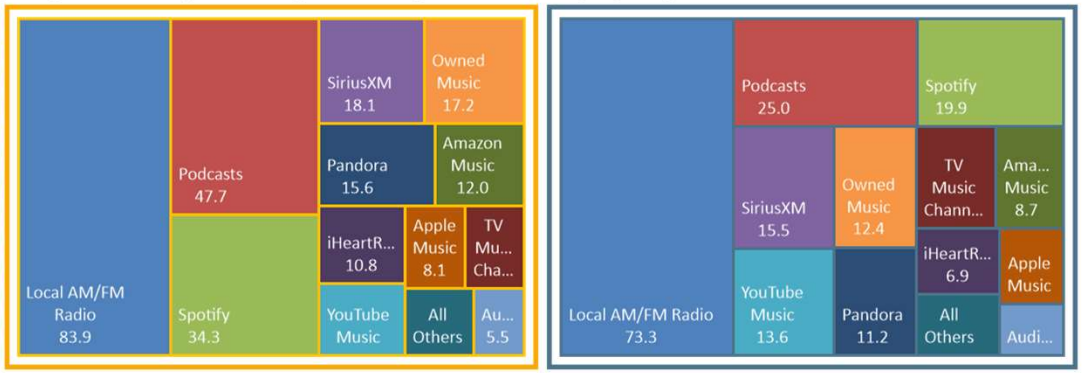


525,961 or 82.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

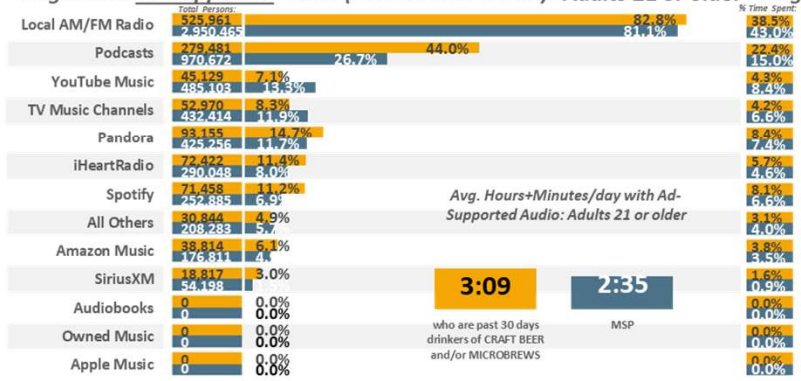
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



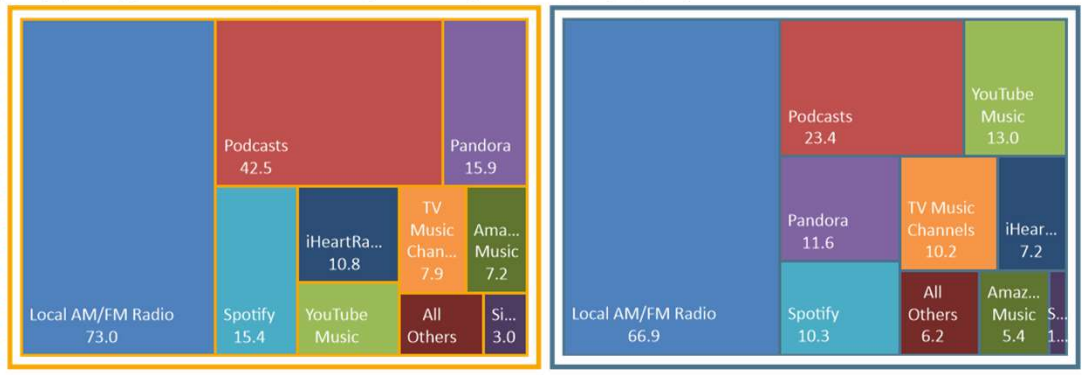
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

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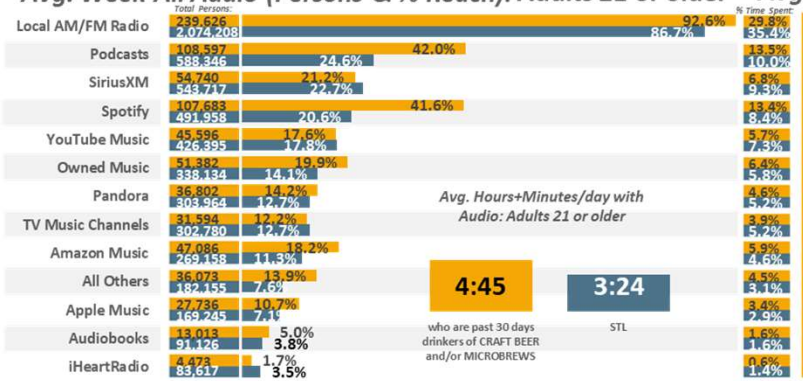
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



227,336 or 87.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 74. minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

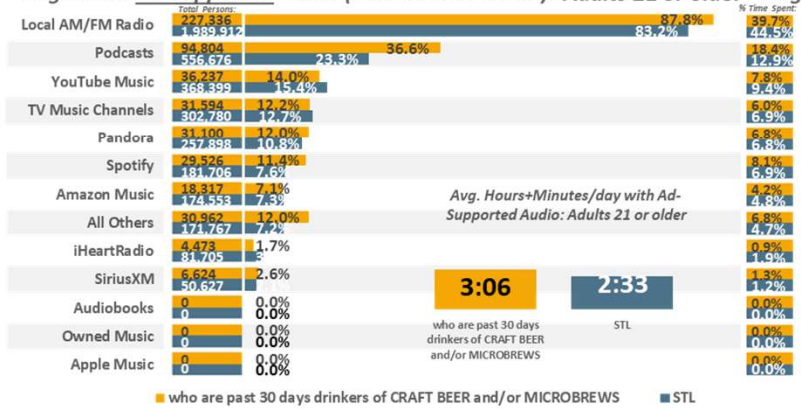
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



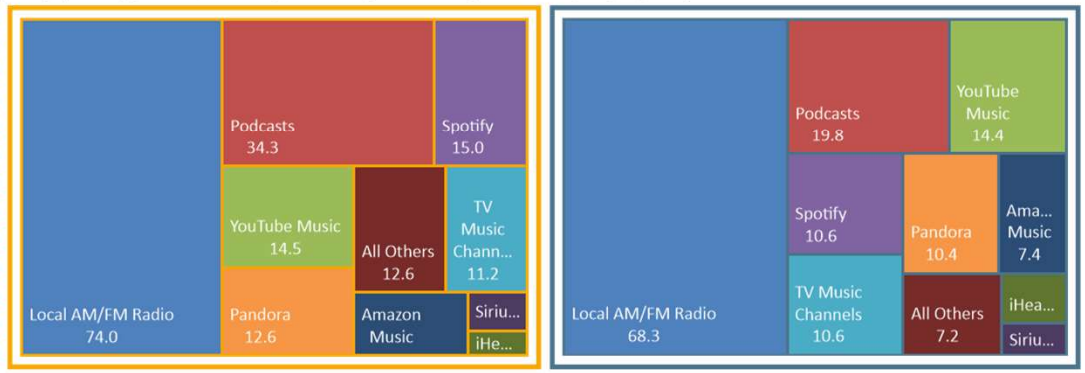
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

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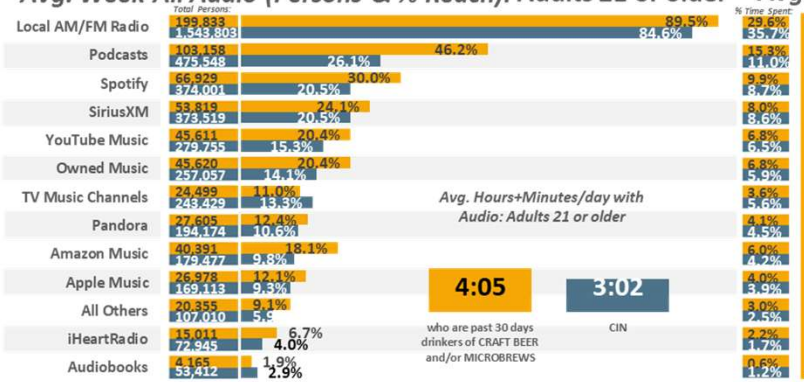
soefa.ai Share of Everything for Anything ©

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

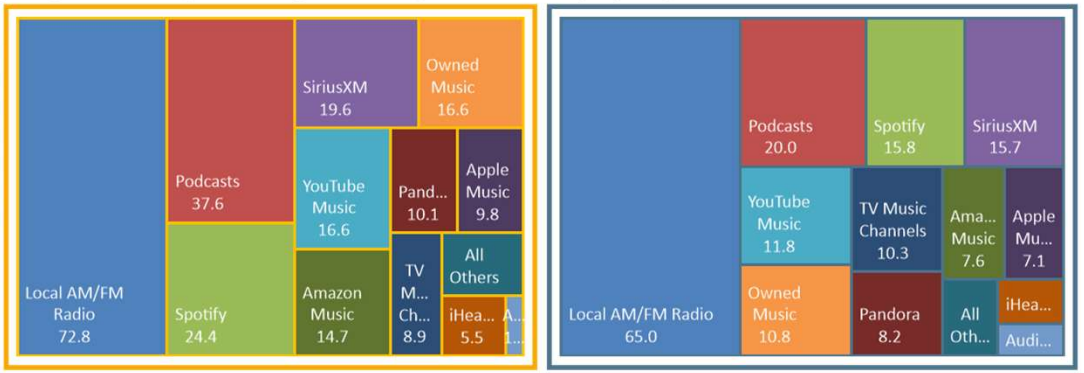


187,694 or 84.% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

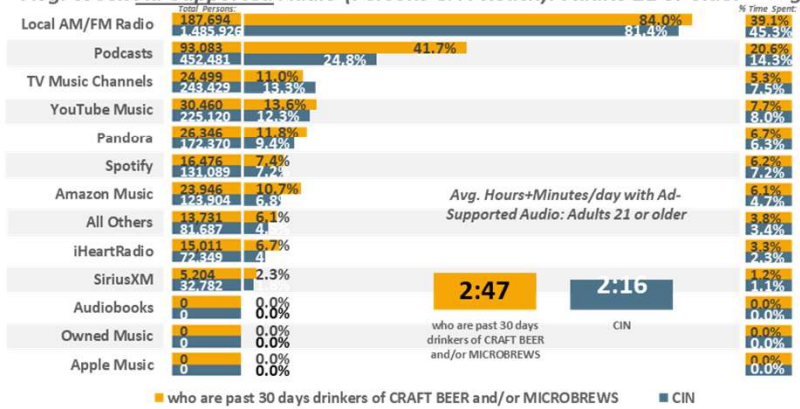
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



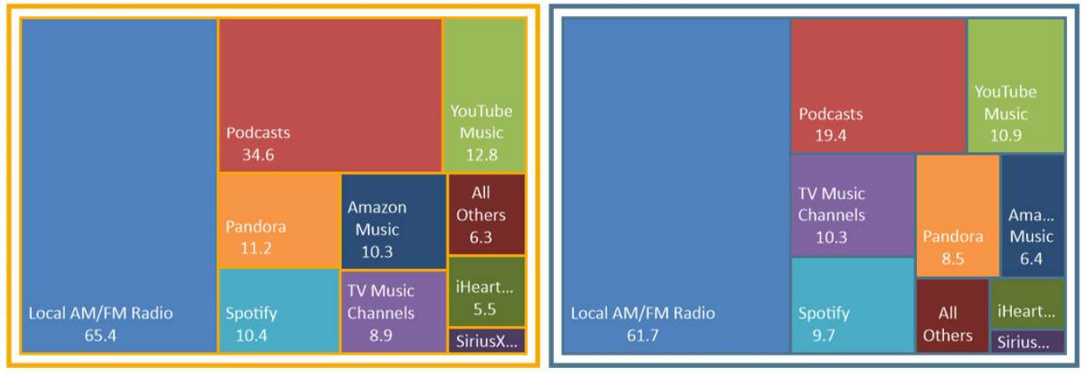
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

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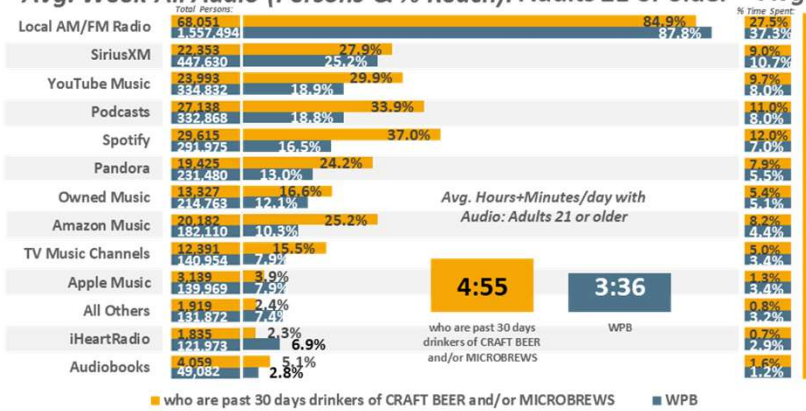
soefa.ai Share of Everything for Anything ©

[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

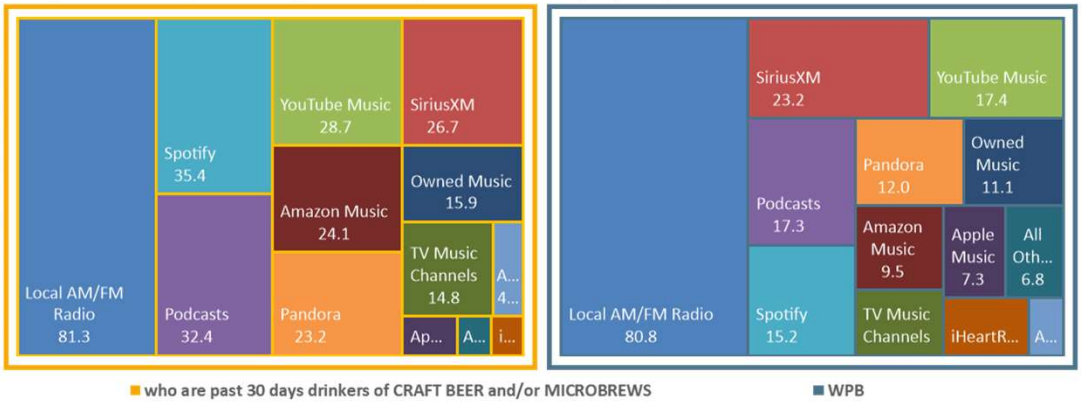


66,307 or 82.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

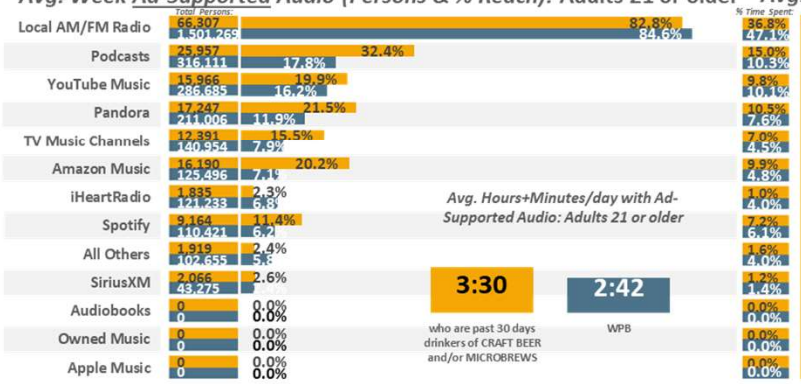
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



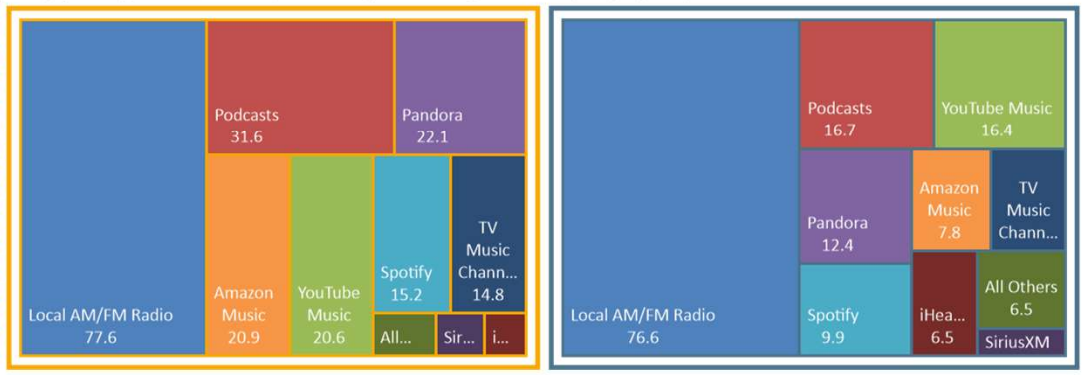
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

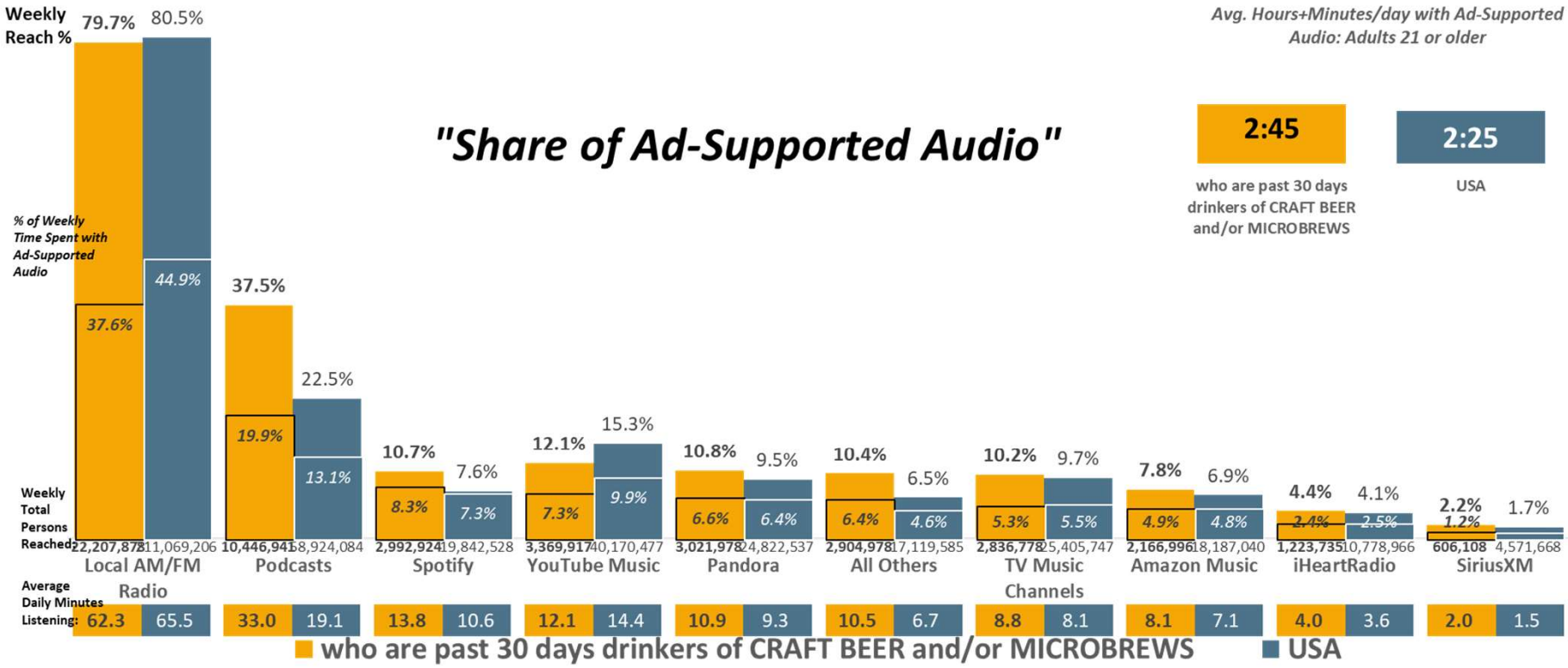
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



22,207,878 or 79.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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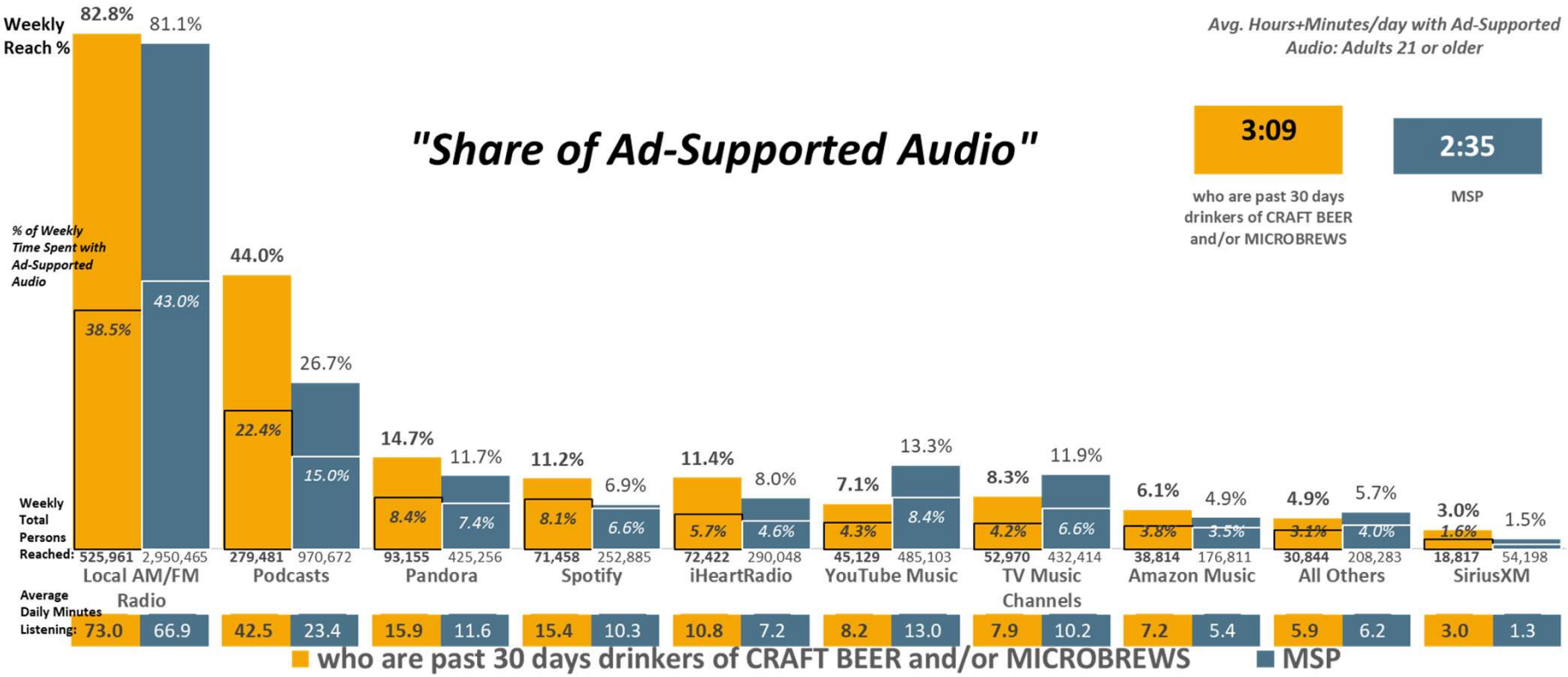
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



525,961 or 82.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

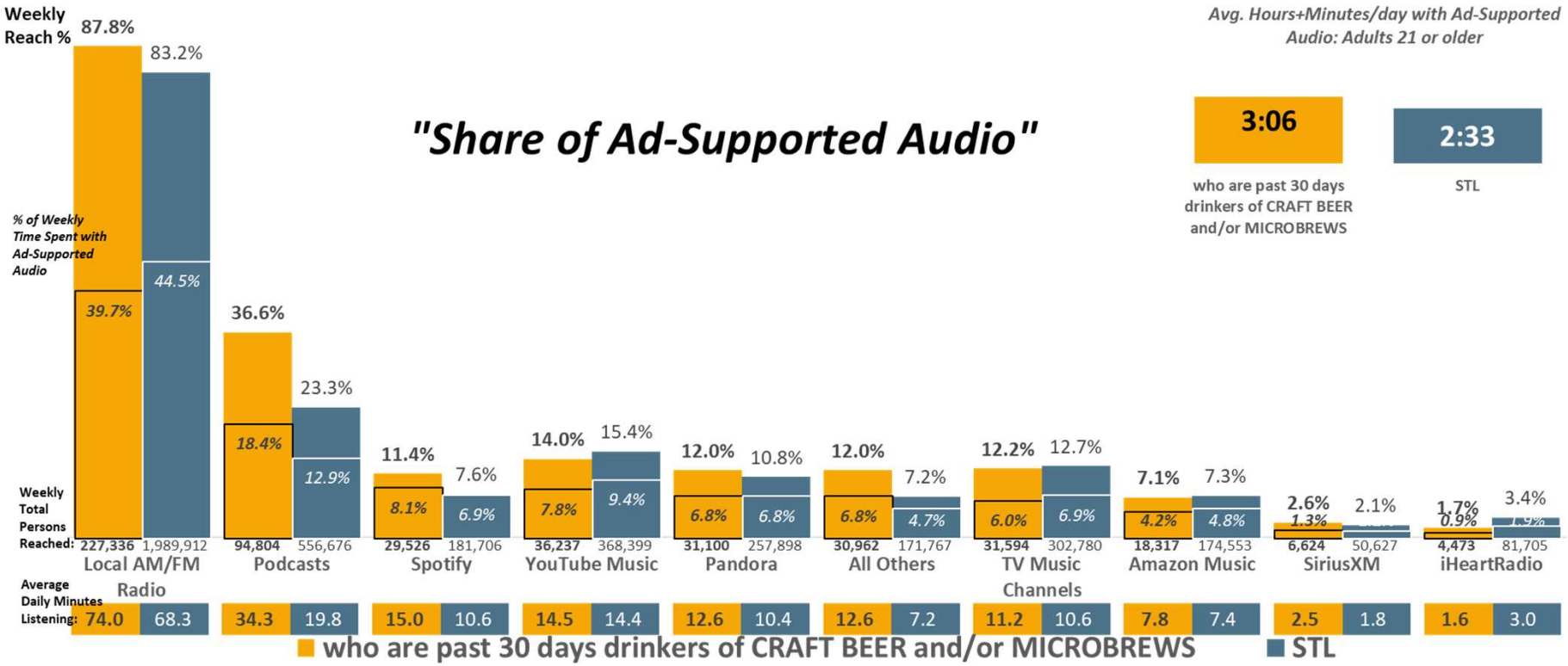
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



227,336 or 87.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 74. minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

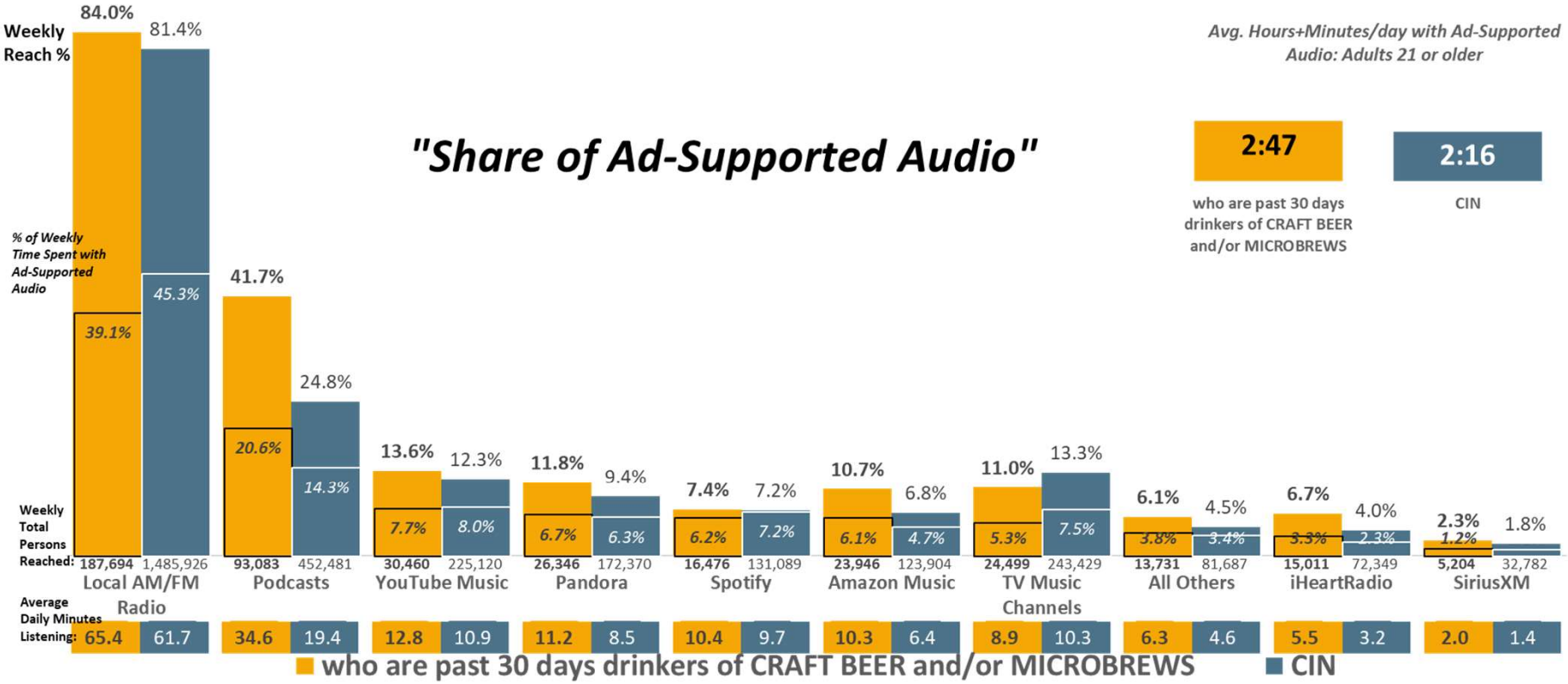
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



187,694 or 84.% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.



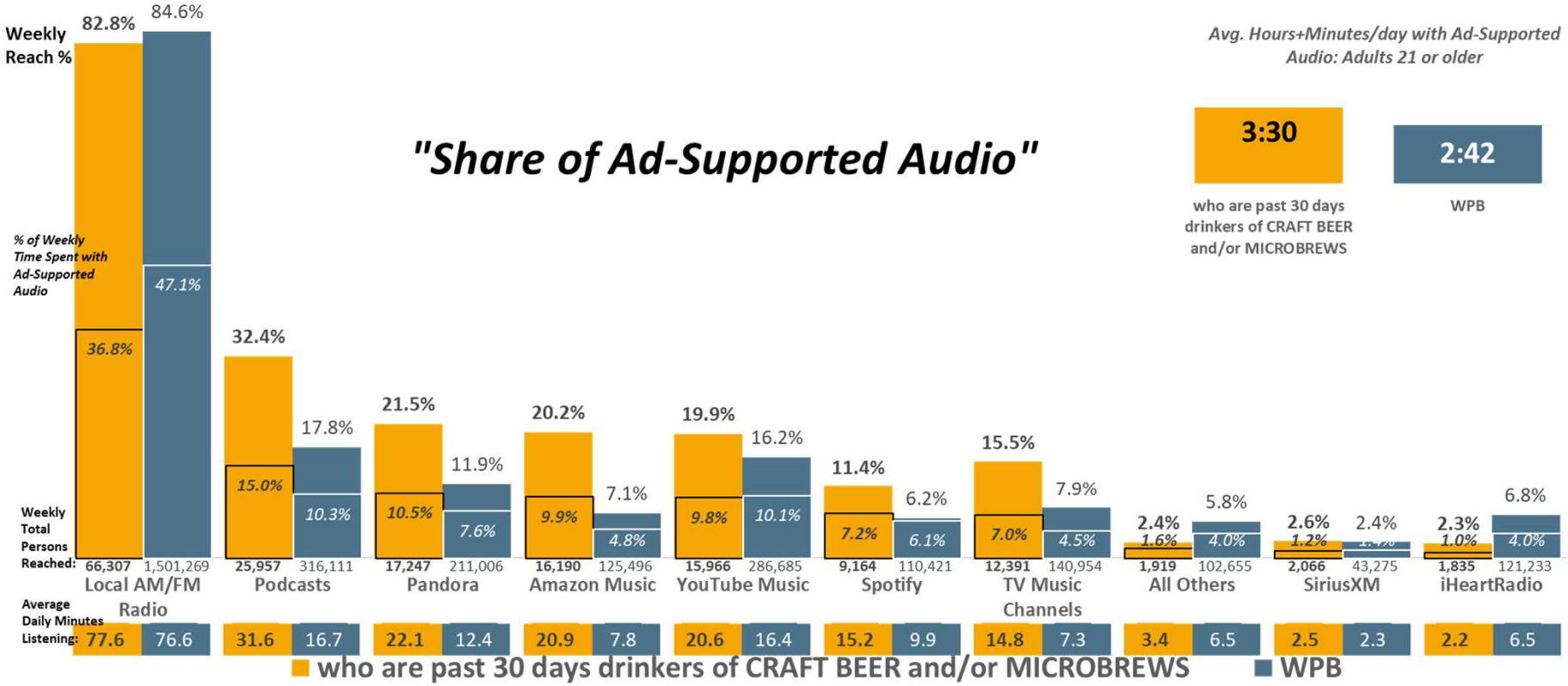
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

66,307 or 82.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,429

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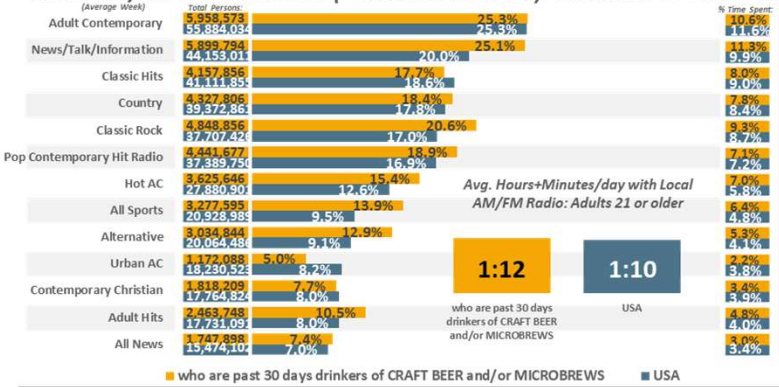
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

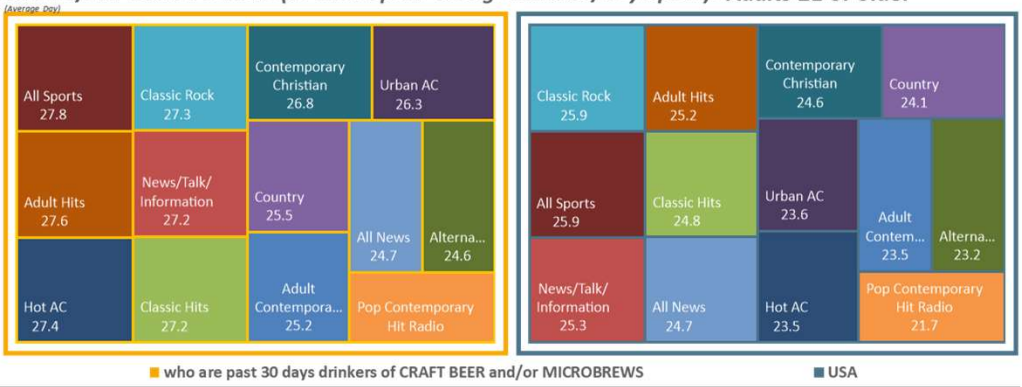


22,207,878 or 79.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Classic Hits

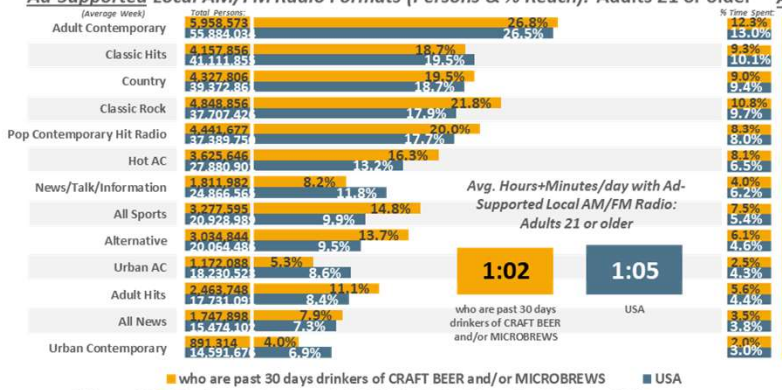
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



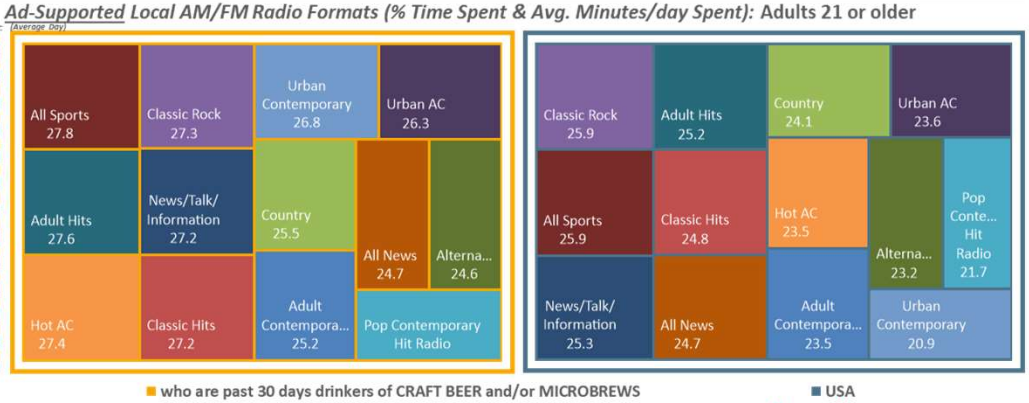
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

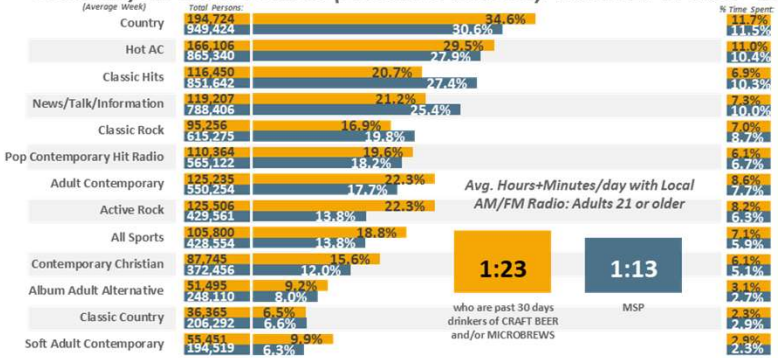
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

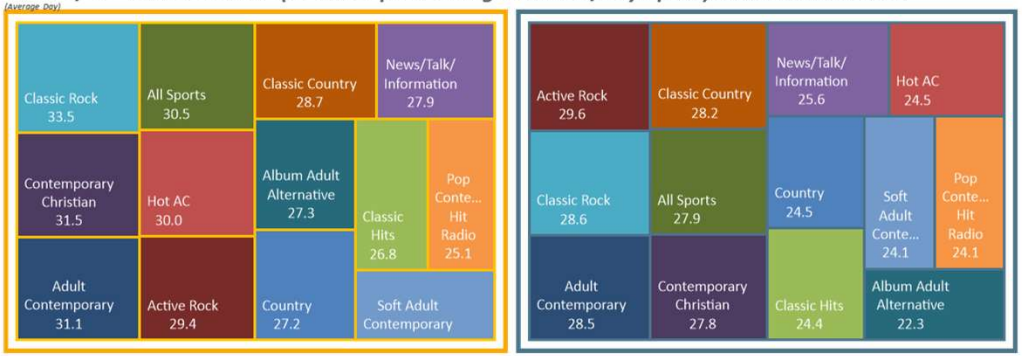


525,961 or 82.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Active Rock, Adult Contemporary, and Classic Hits.

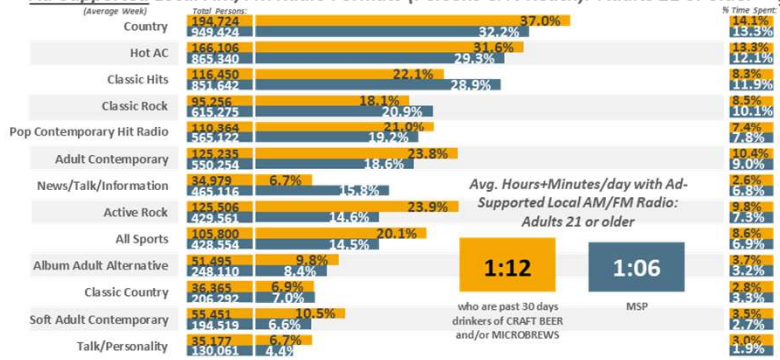
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



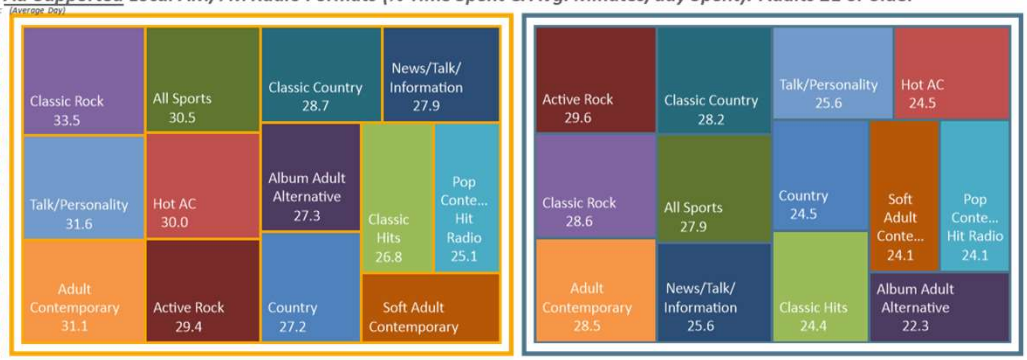
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

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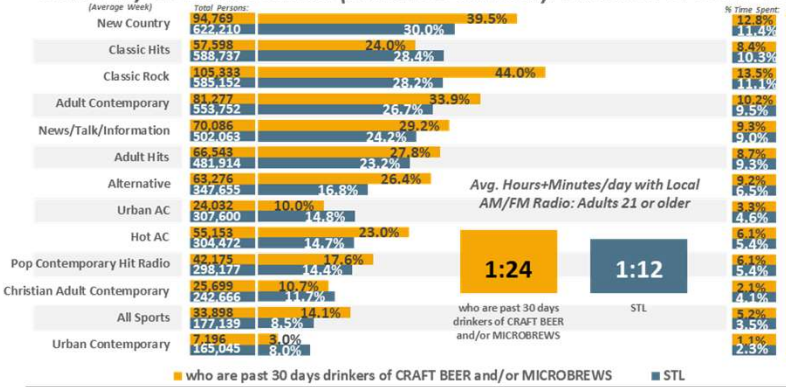
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

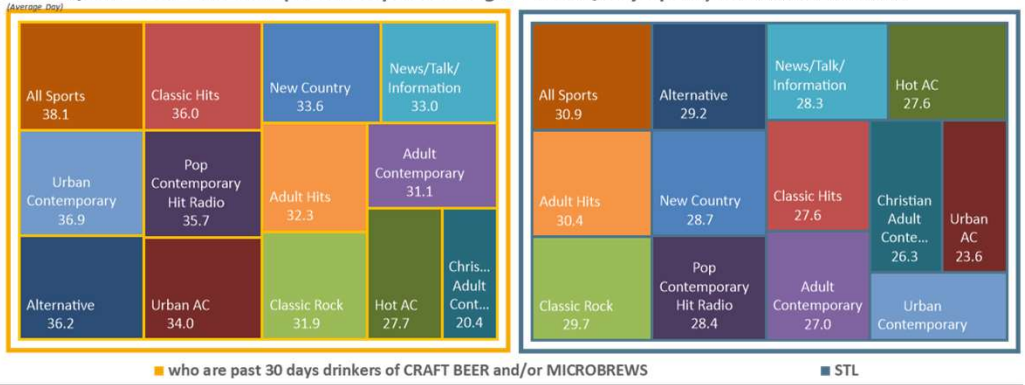


227,336 or 87.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, New Country, Adult Contemporary, Adult Hits, and Alternative.

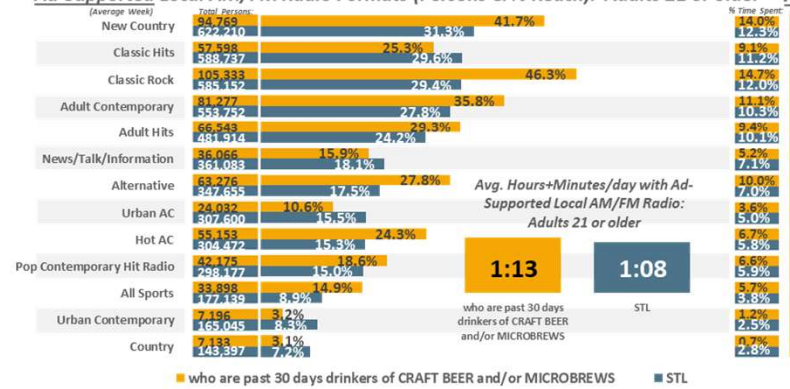
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



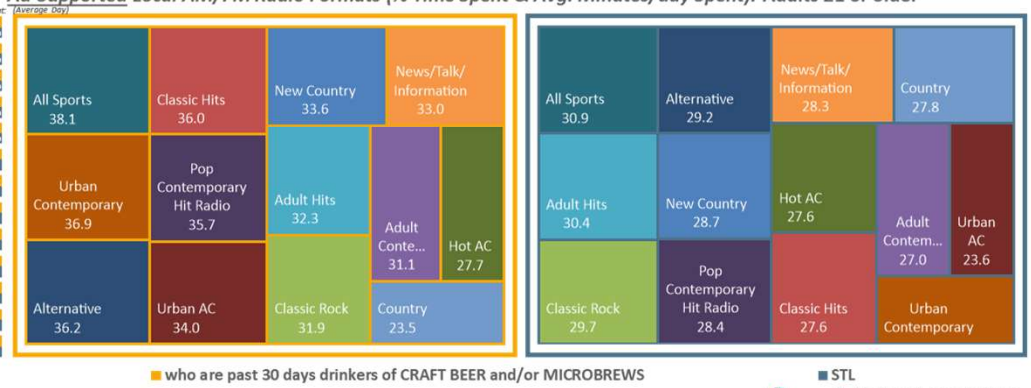
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

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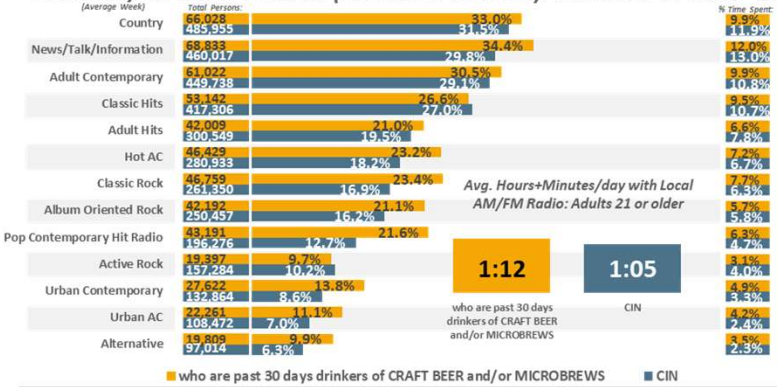
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

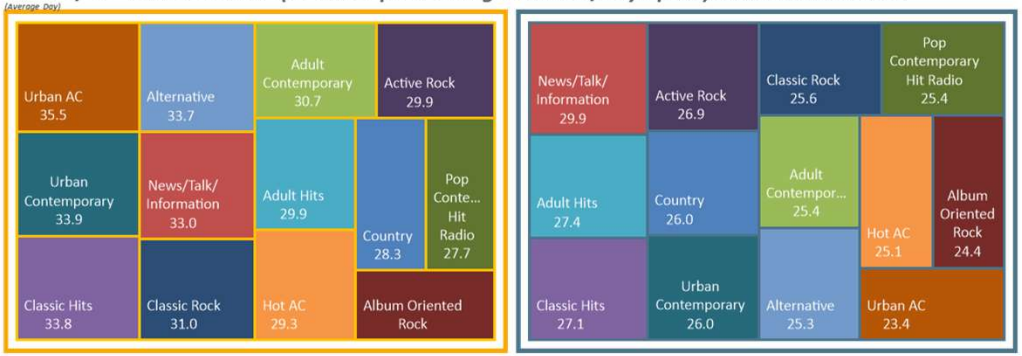


187,694 or 84.% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Classic Rock, and Hot AC.

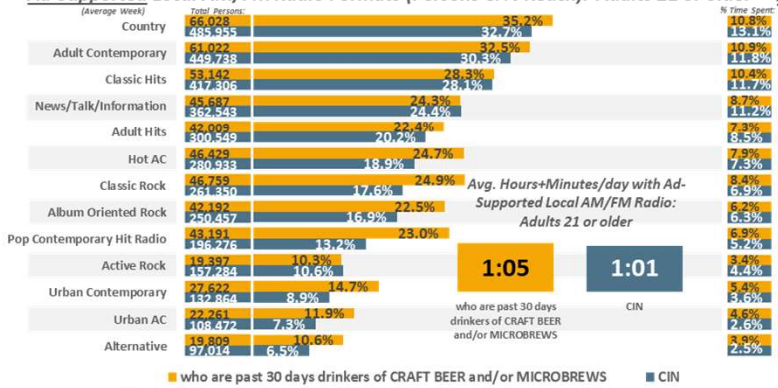
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



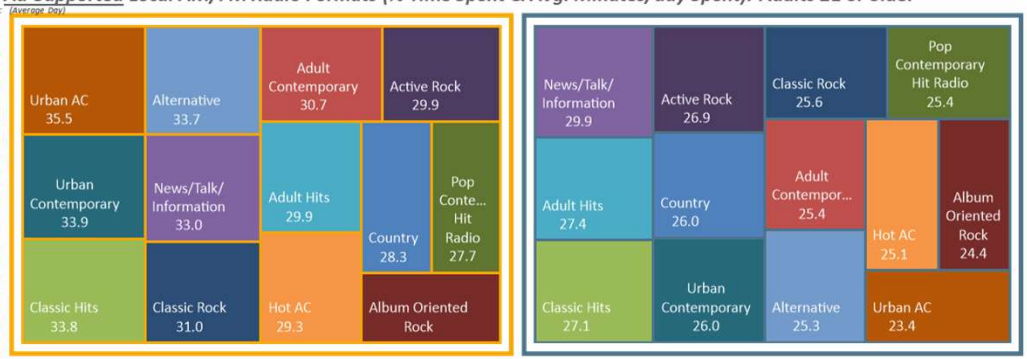
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

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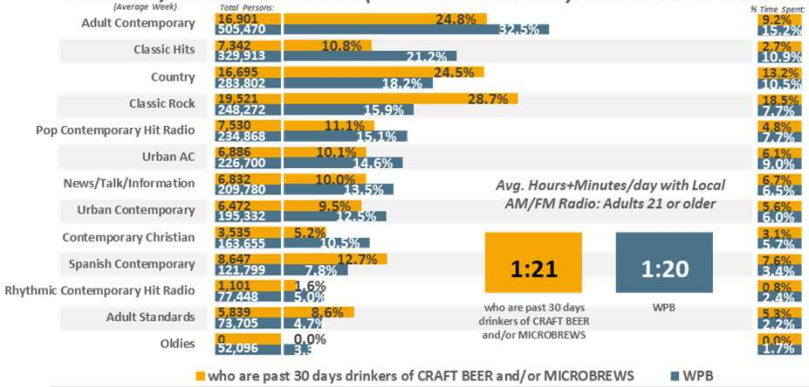
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

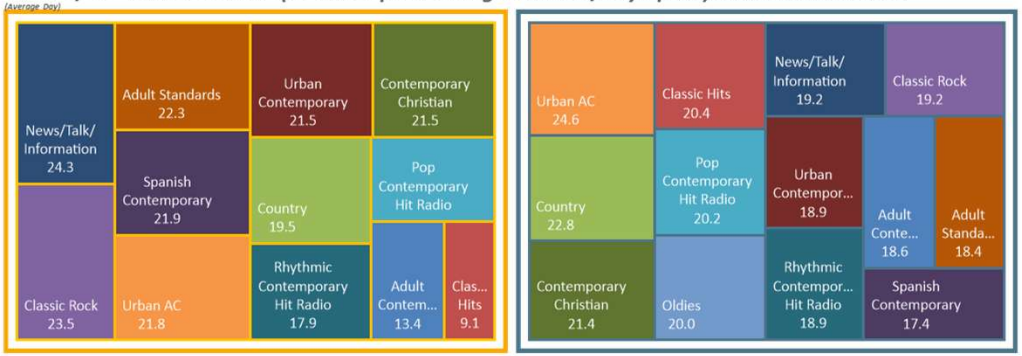


66,307 or 82.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Country, Spanish Contemporary, and Pop Contemporary Hit R

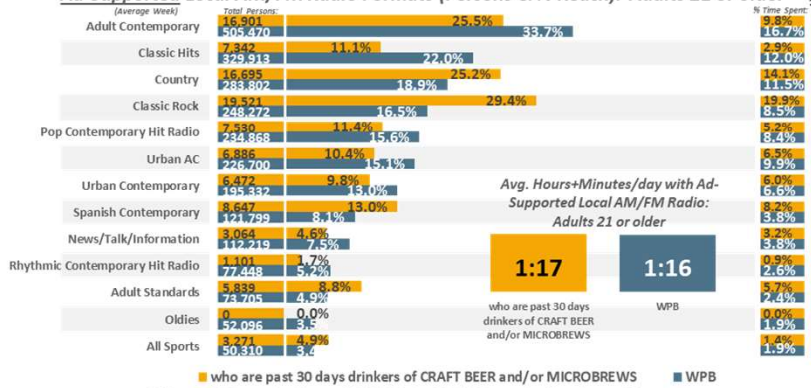
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



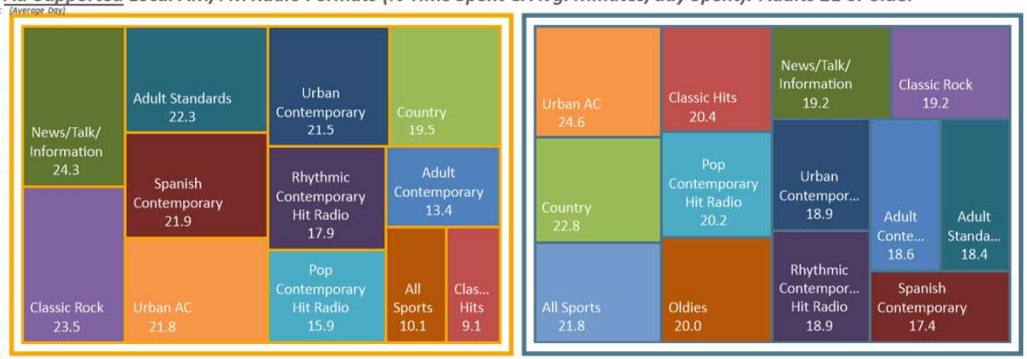
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

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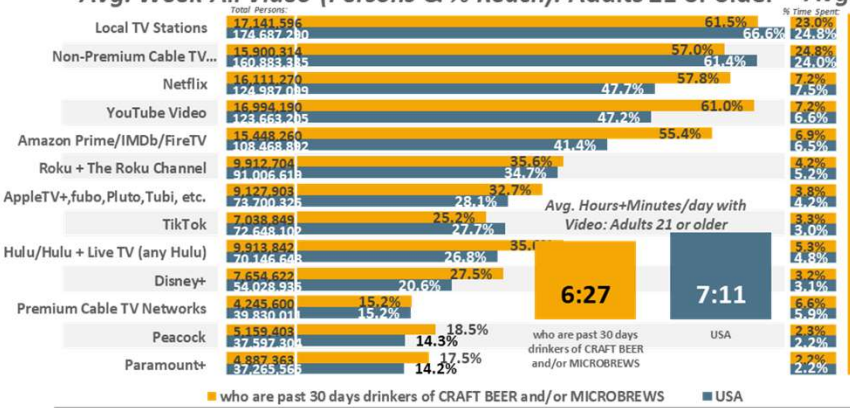
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

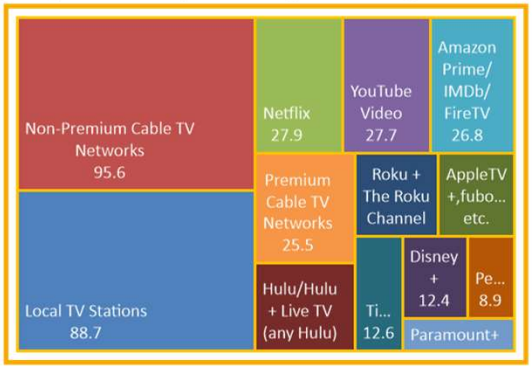


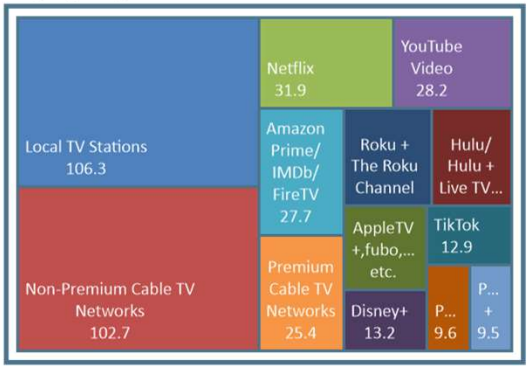
16,985,518 or 60.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

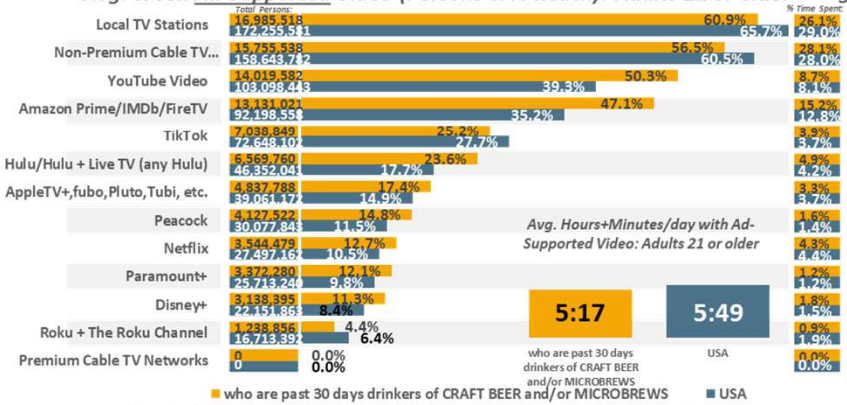


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

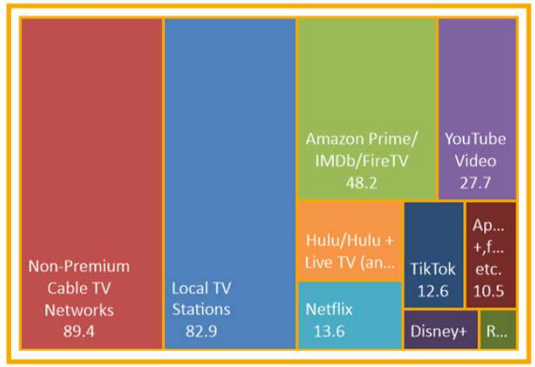


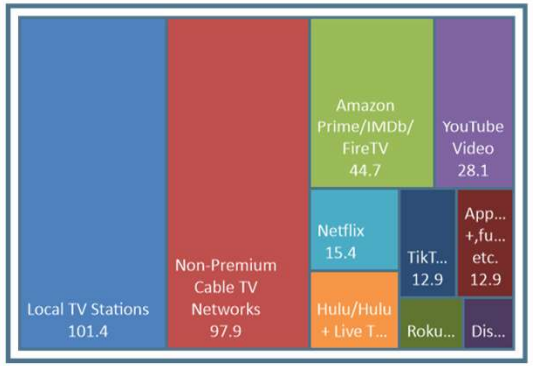


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,643*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *22,851*

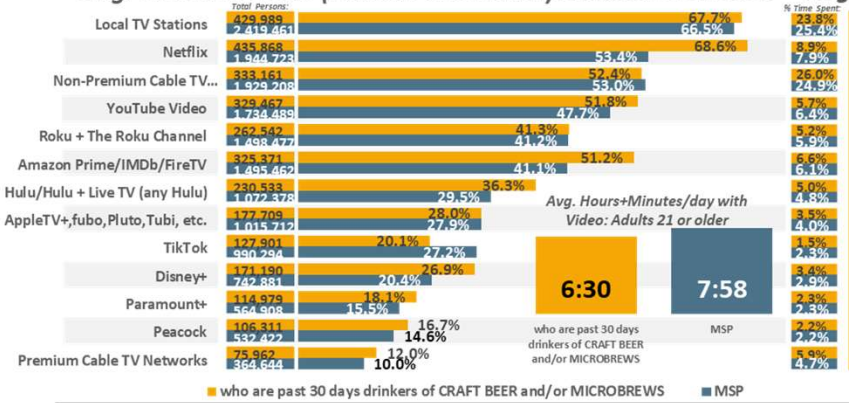
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

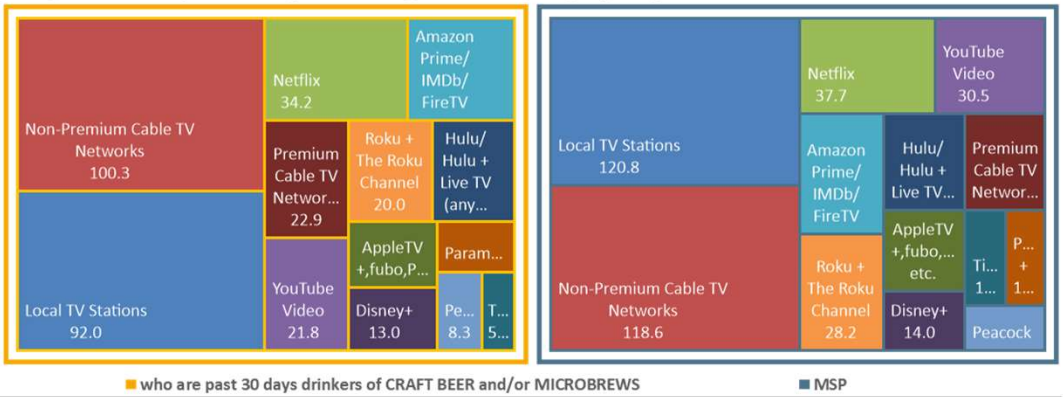


427,080 or 67.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 85.4 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

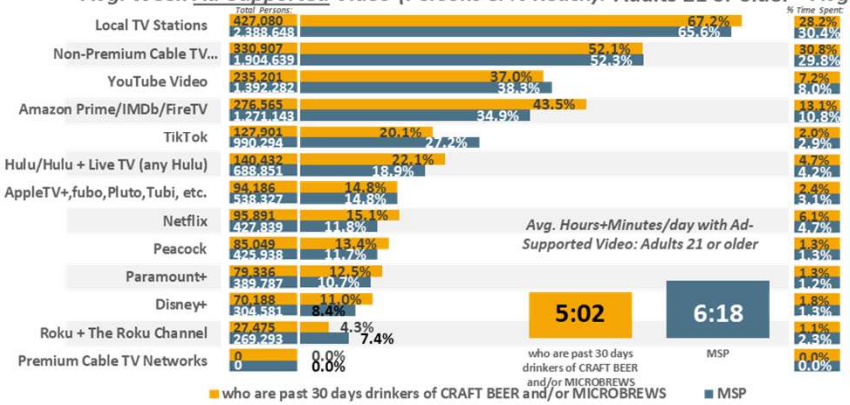
Avg. Week All Video (Persons & % Reach): Adults 21 or older



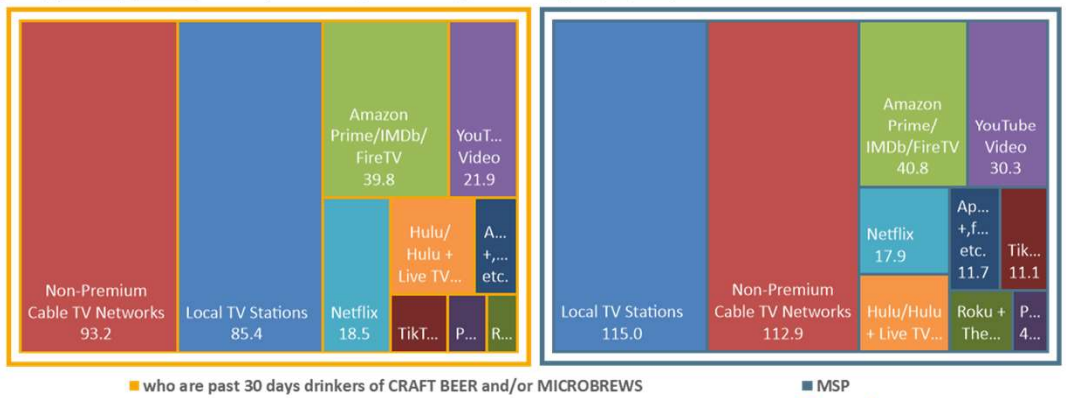
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

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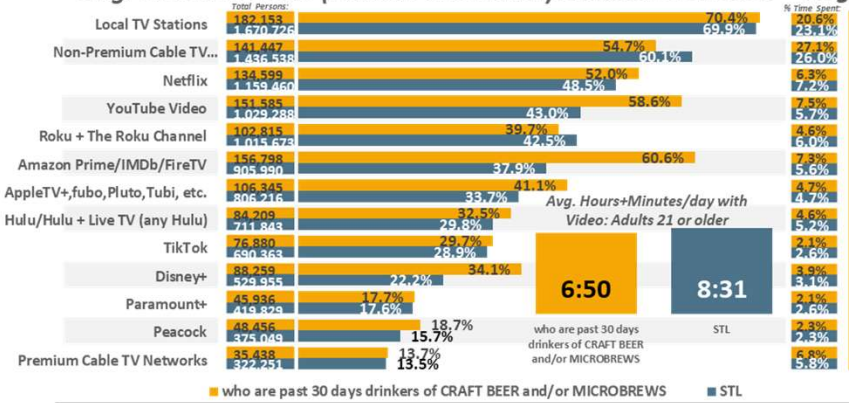
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

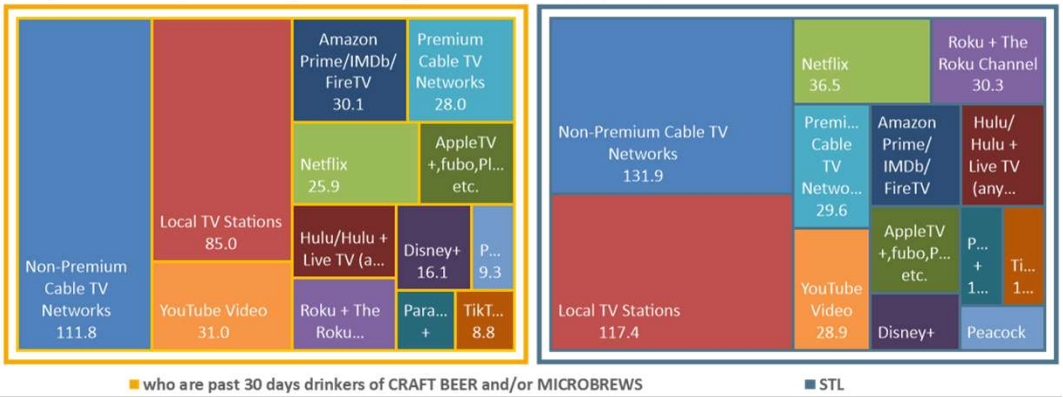


181,133 or 70.% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 79. minutes every day representing 23.3% of all time spent daily with Ad-Supported Video.

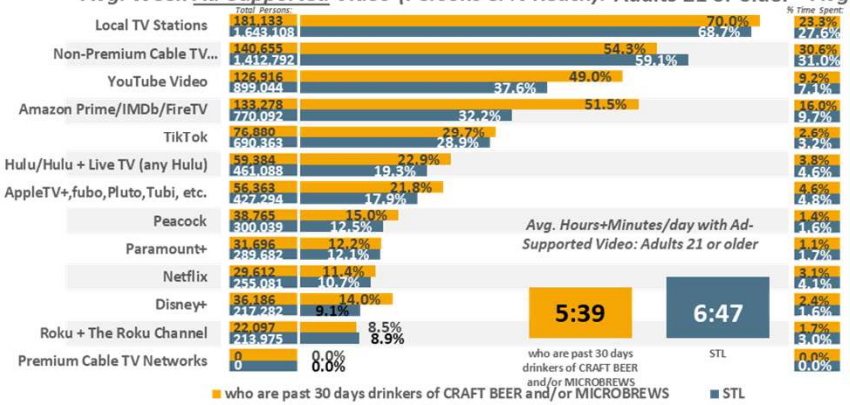
Avg. Week All Video (Persons & % Reach): Adults 21 or older



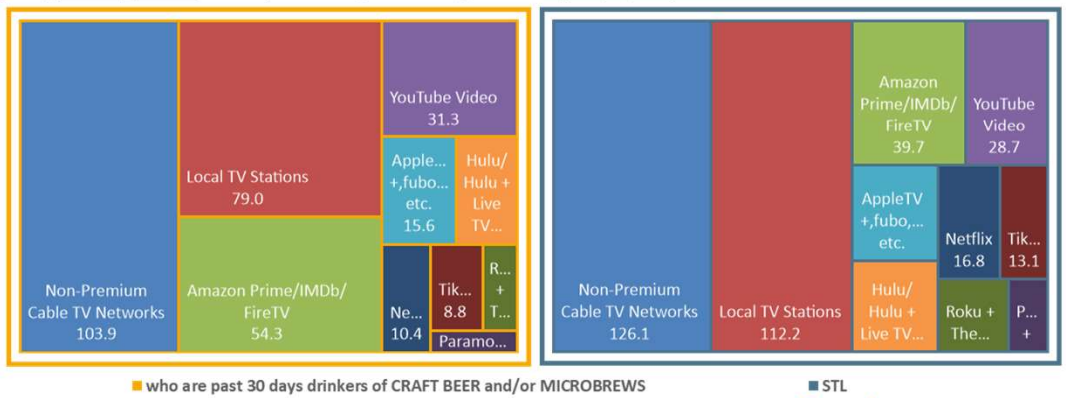
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

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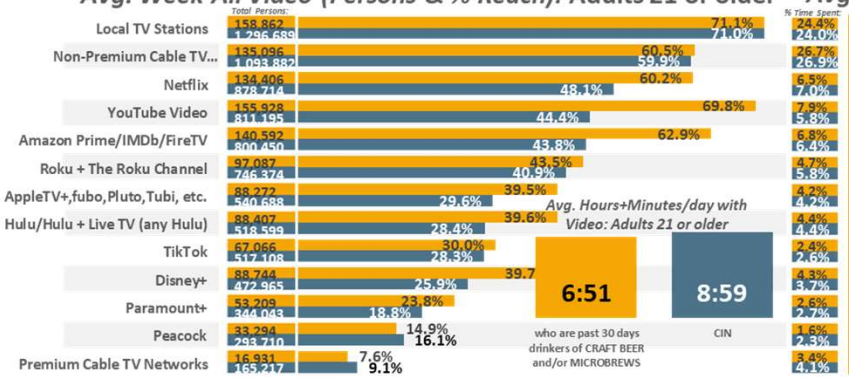
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

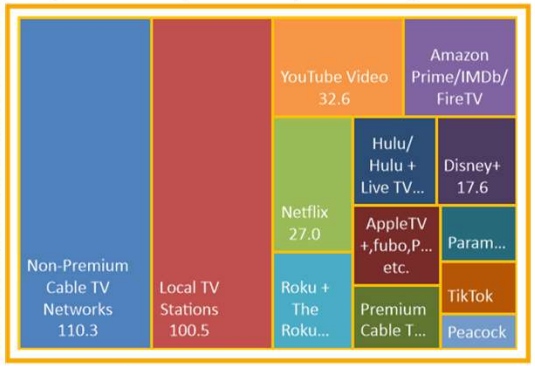


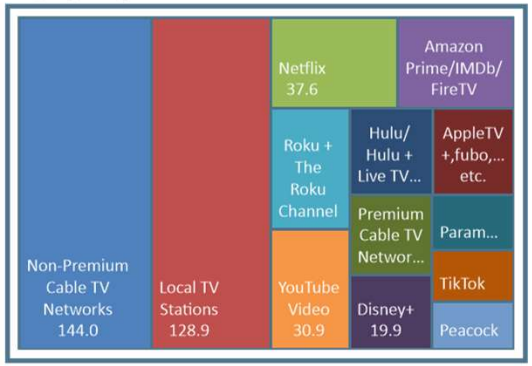
157,802 or 70.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 96.4 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

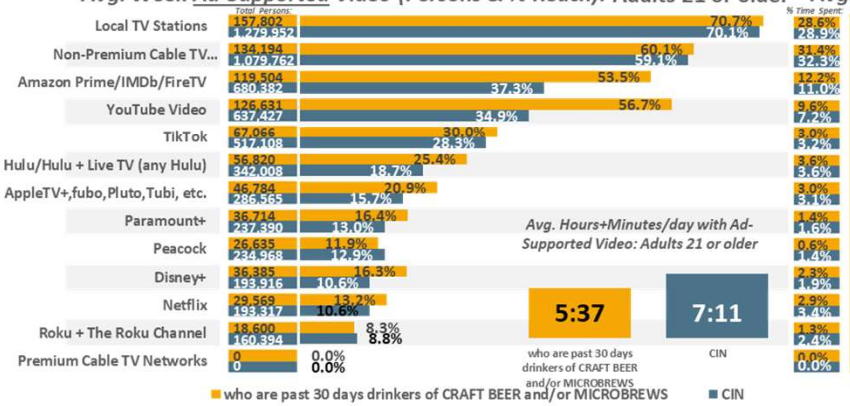


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

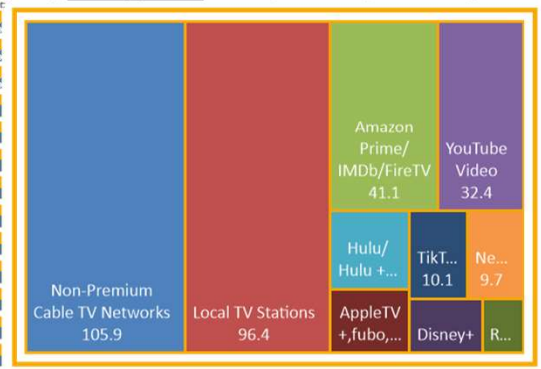


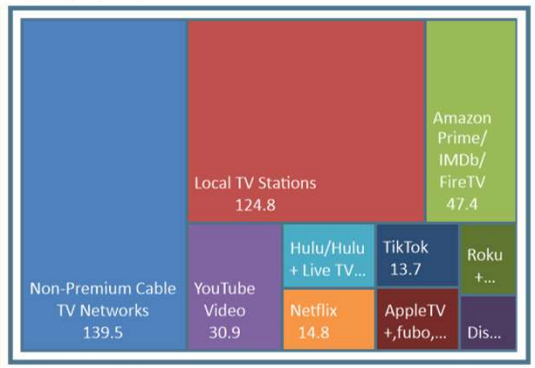


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

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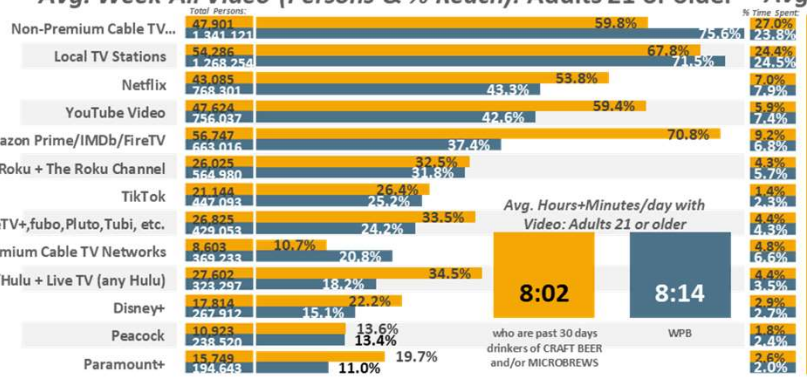
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

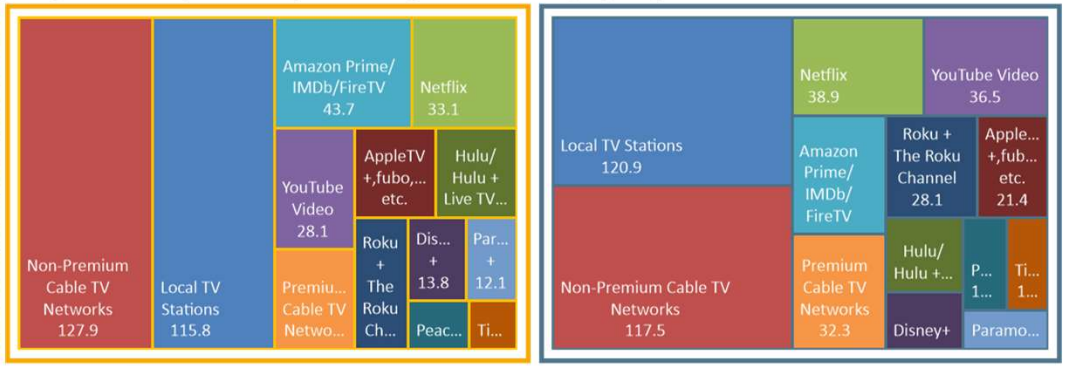


54,098 or 67.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 110.1 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

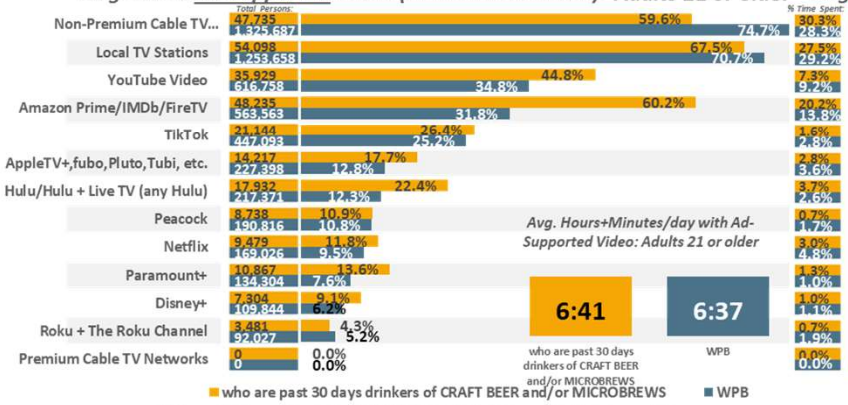
Avg. Week All Video (Persons & % Reach): Adults 21 or older



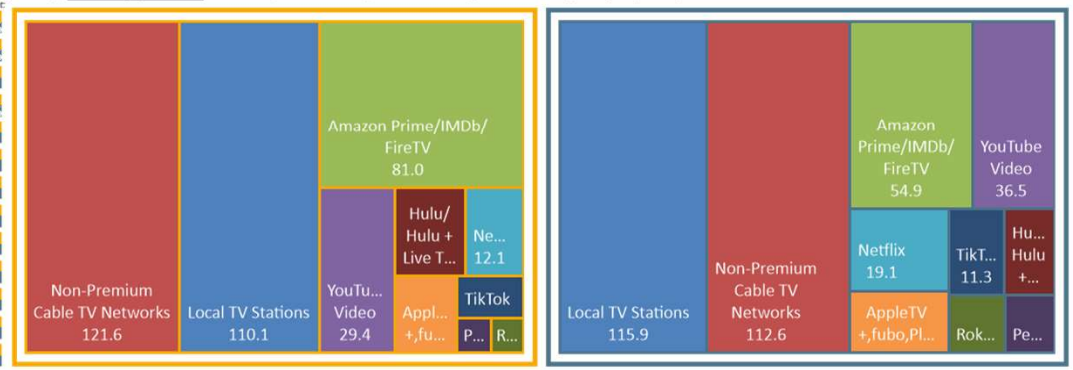
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

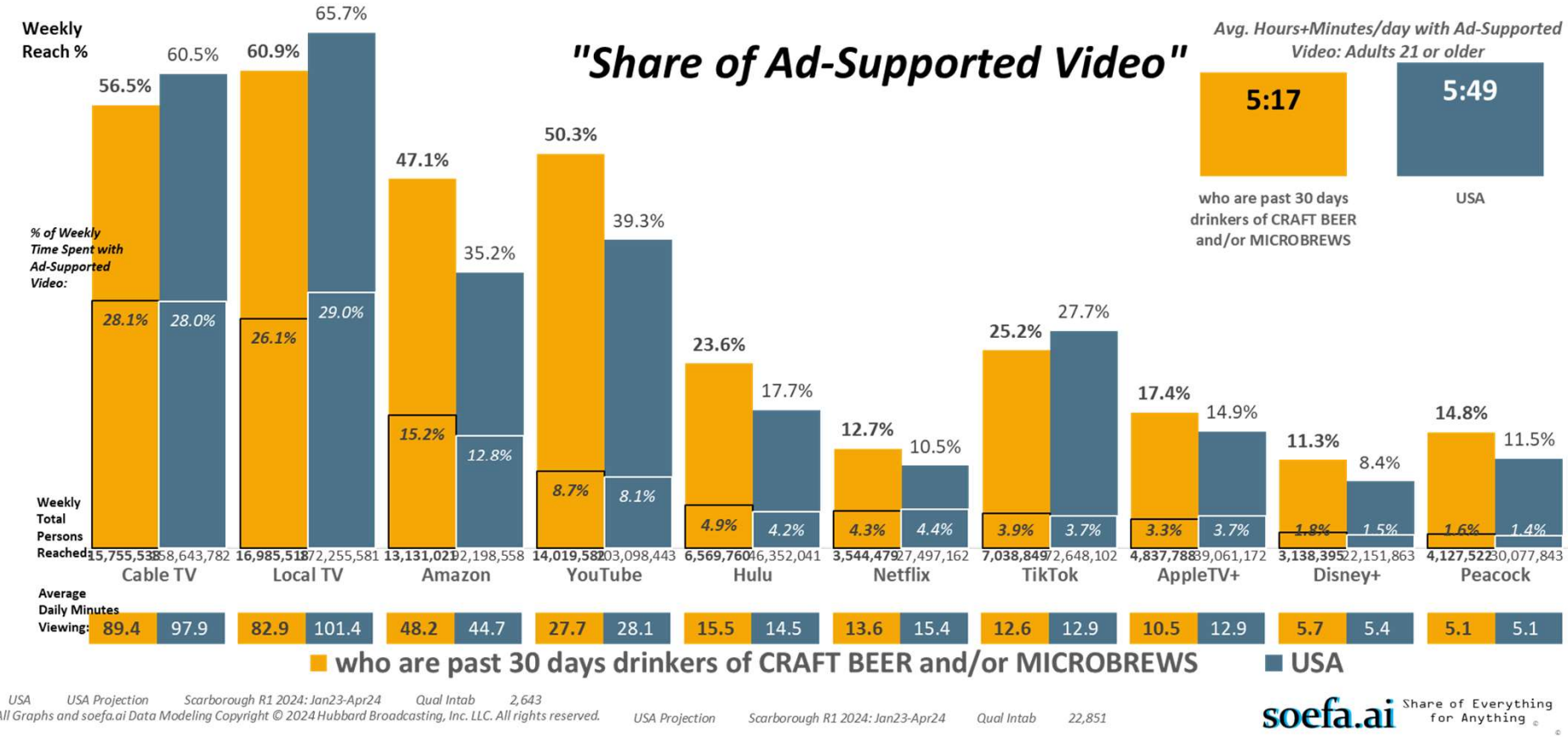
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



16,985,518 or 60.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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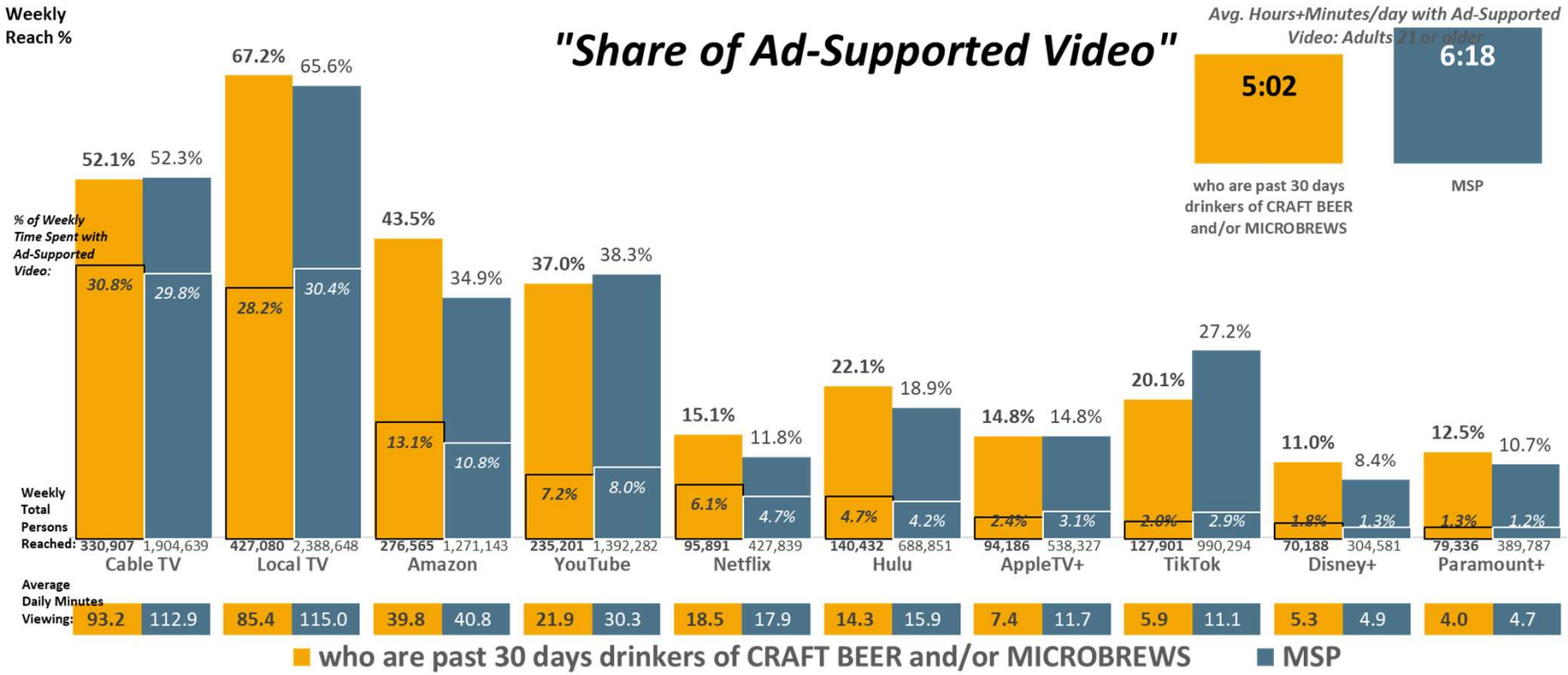
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

MSP

427,080 or 67.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 85.4 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

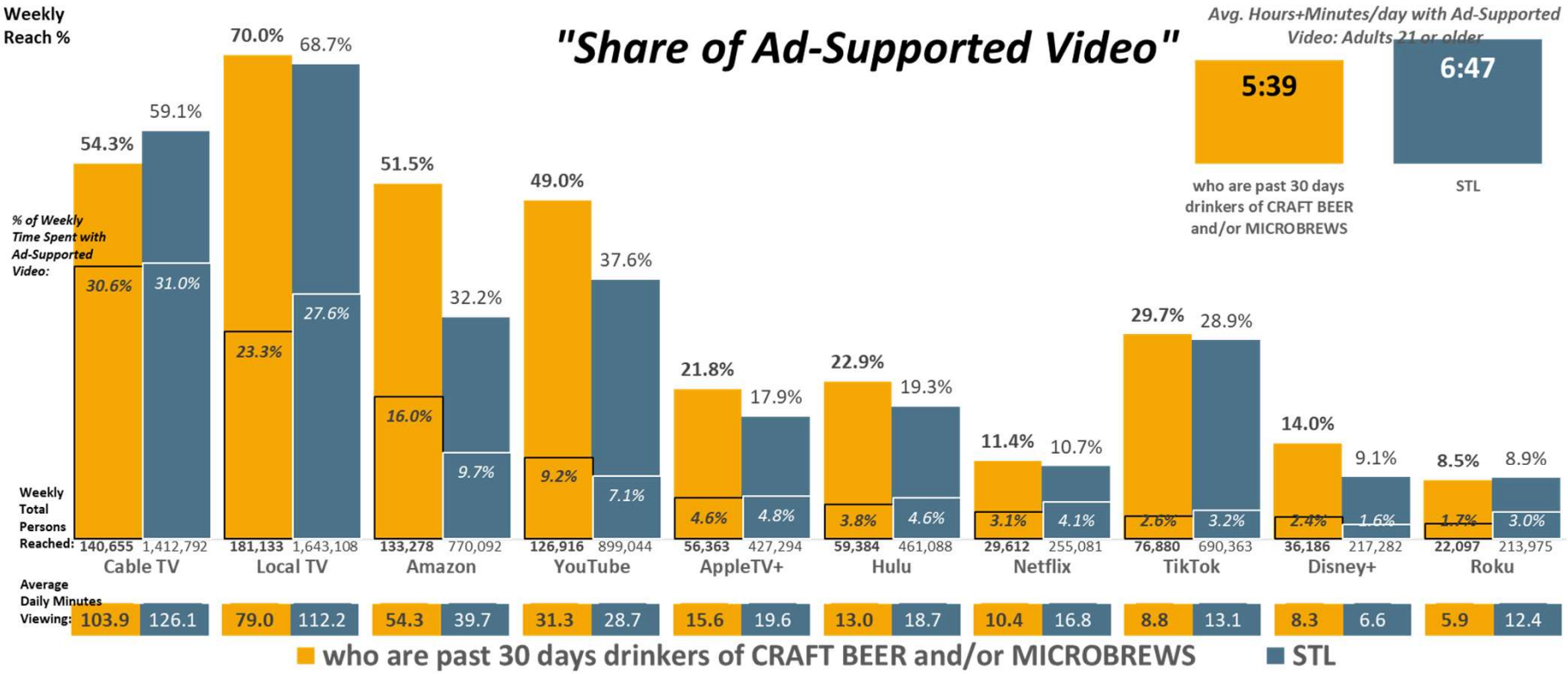
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



181,133 or 70.% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 79. minutes every day representing 23.3% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

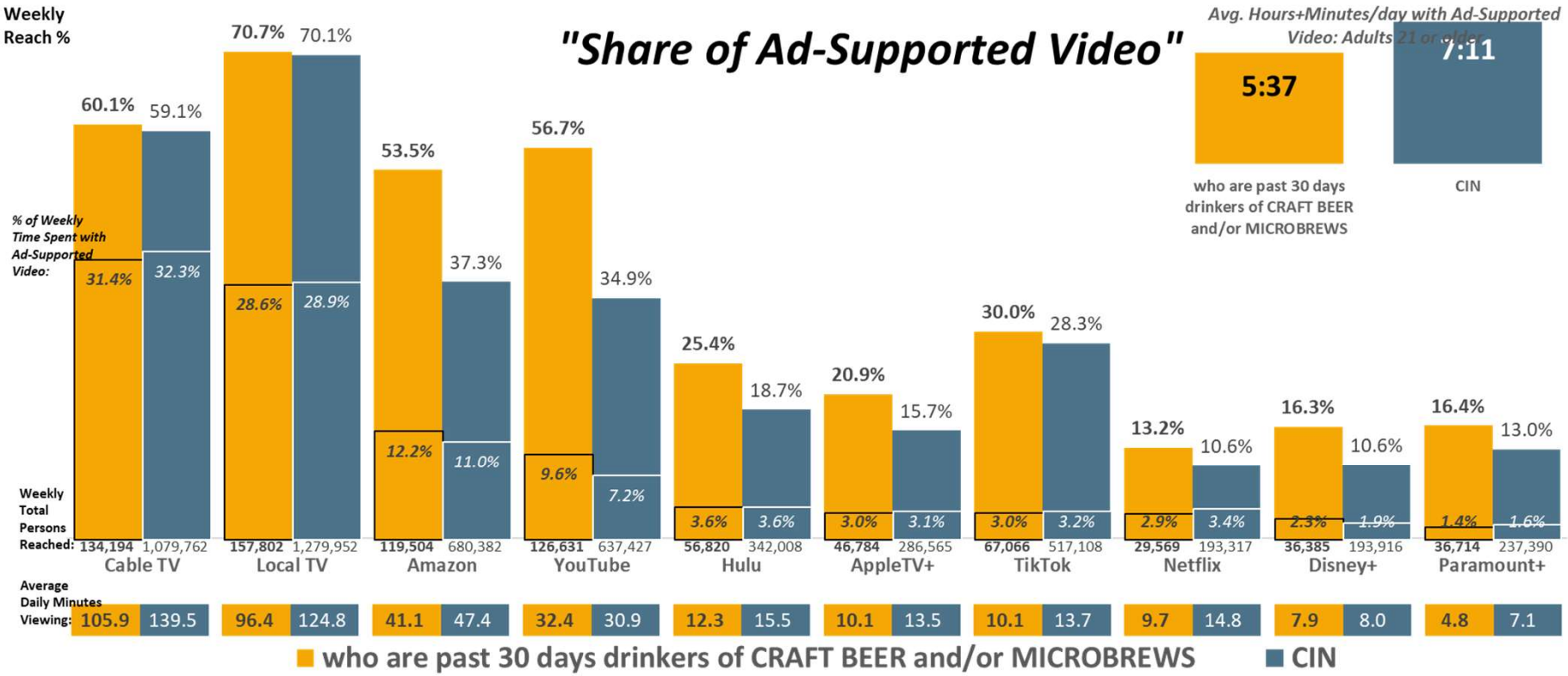
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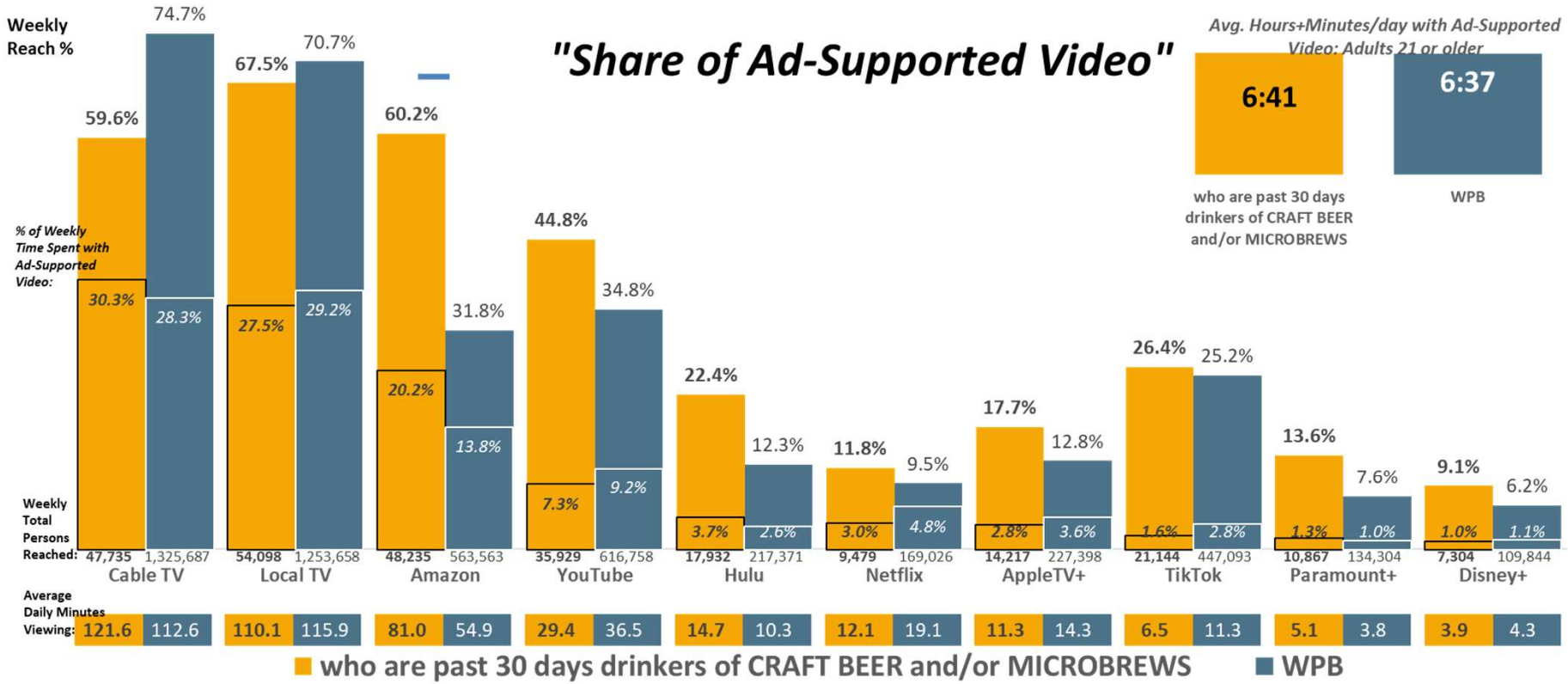
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

54,098 or 67.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations for an average of 110.1 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,429

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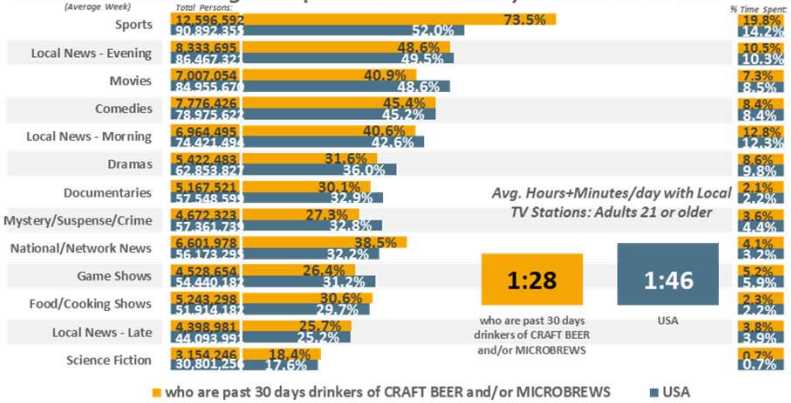
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



16,985,518 or 60.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network

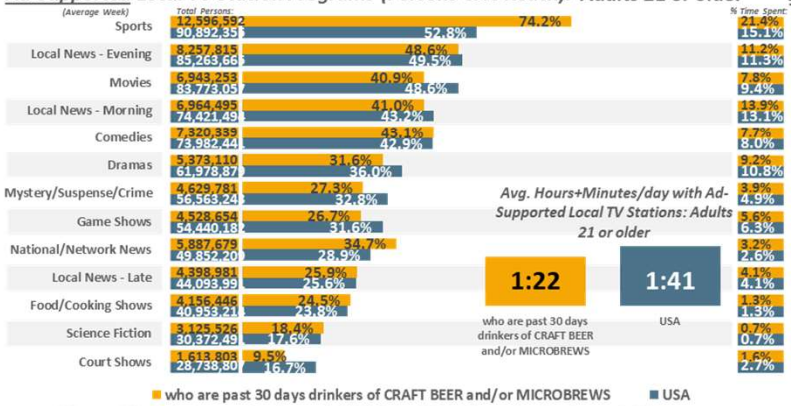
Local TV Station Programs (Persons & % Reach): Adults 21 or older



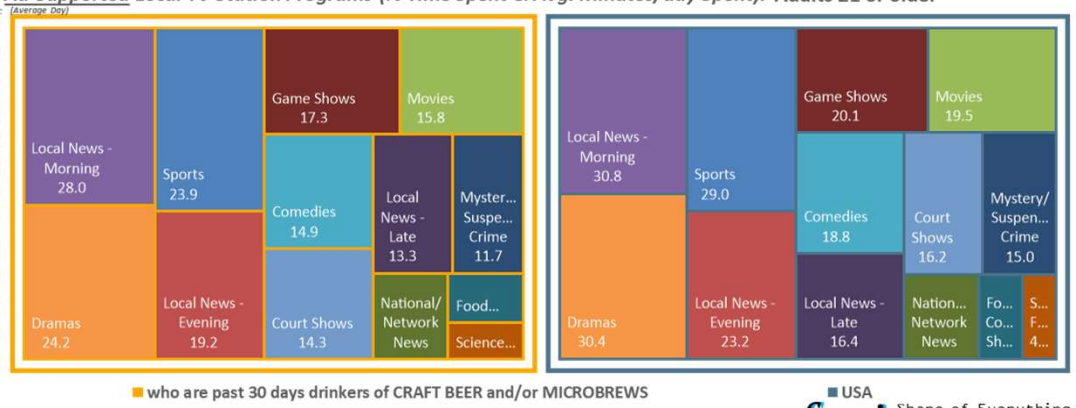
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

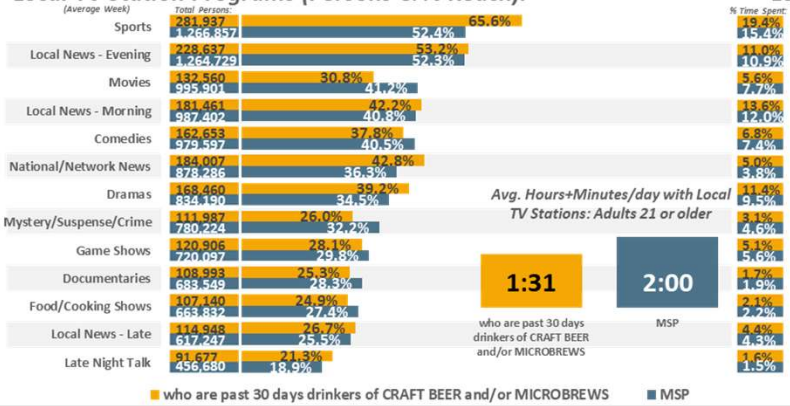
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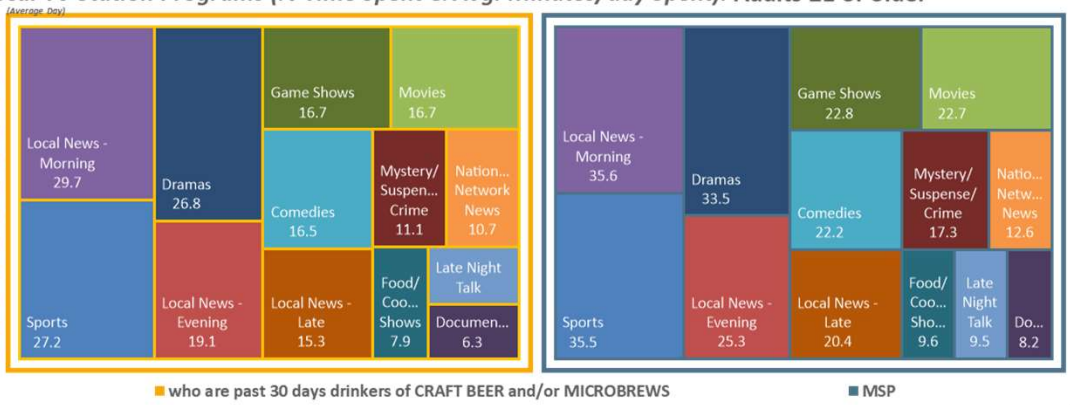


427,080 or 67.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Dramas, National/Network News, and Comedi

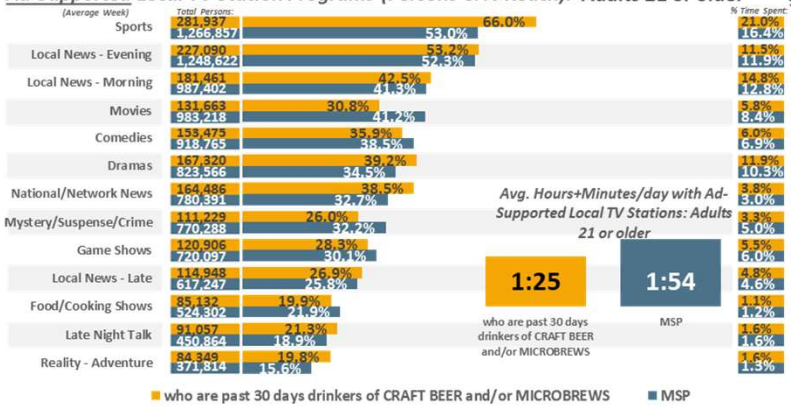
Local TV Station Programs (Persons & % Reach): Adults 21 or older



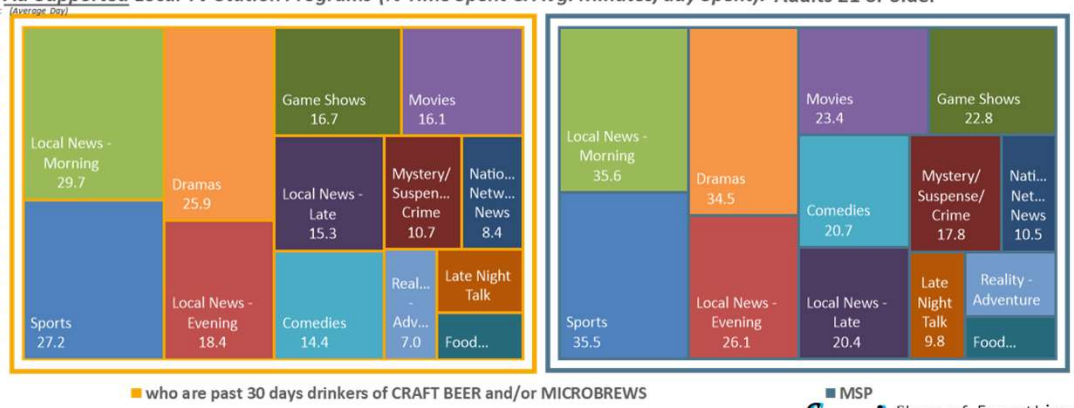
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

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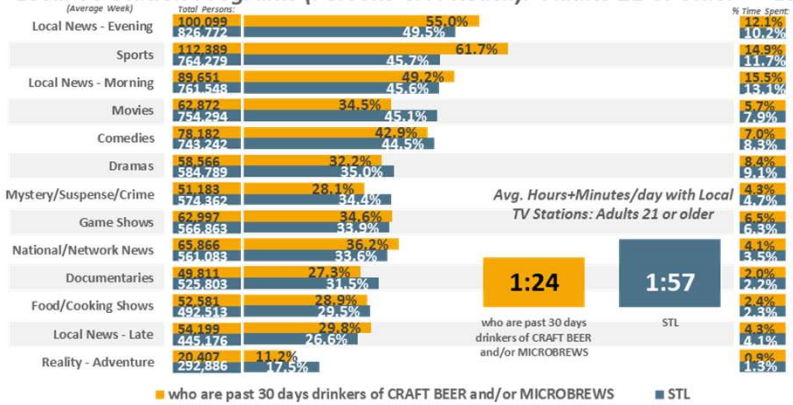
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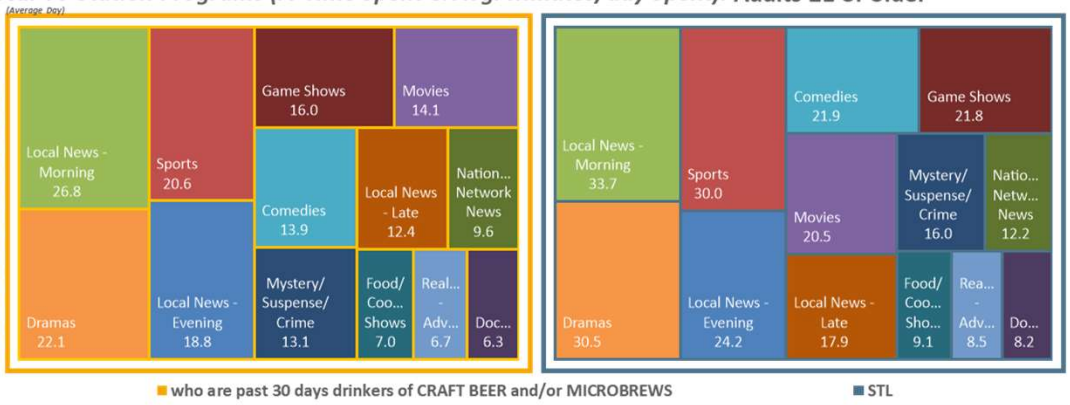


181,133 or 70.% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

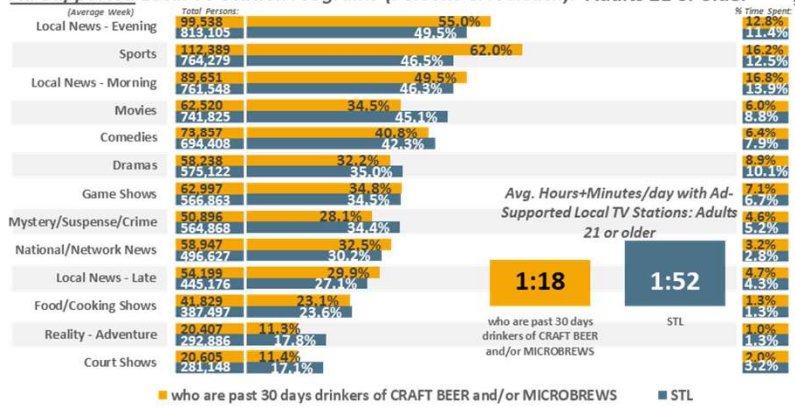
Local TV Station Programs (Persons & % Reach): Adults 21 or older



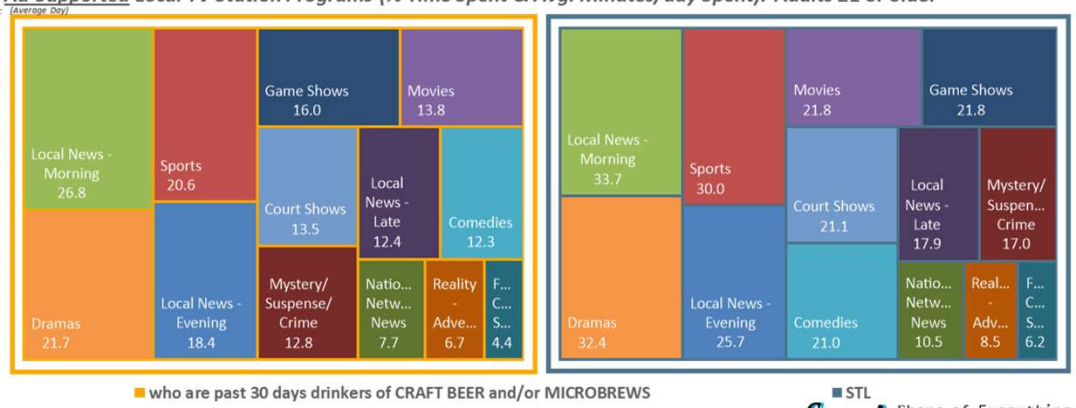
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

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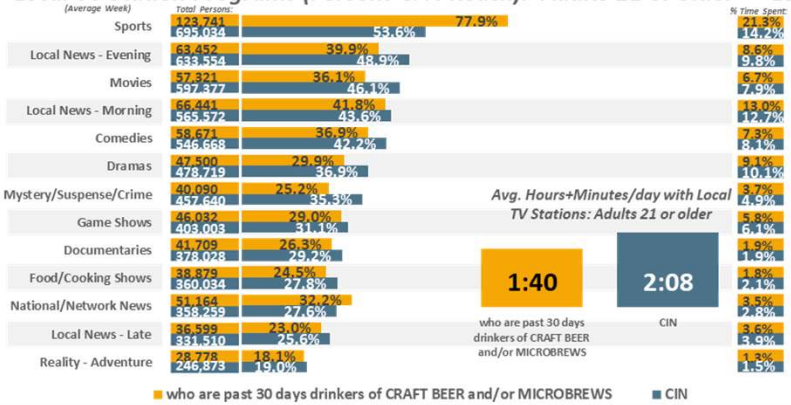
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

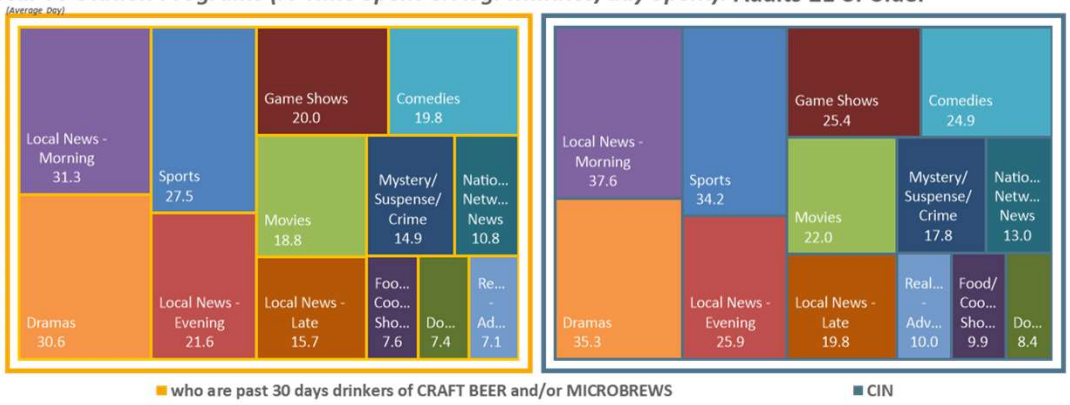


157,802 or 70.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Movies, Comedies, and Dramas.

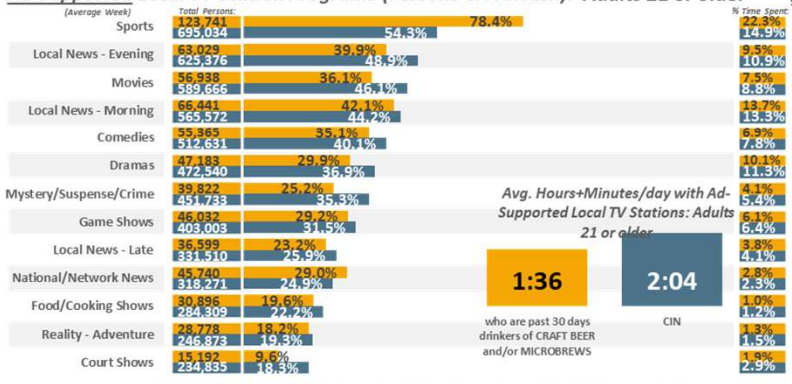
Local TV Station Programs (Persons & % Reach): Adults 21 or older



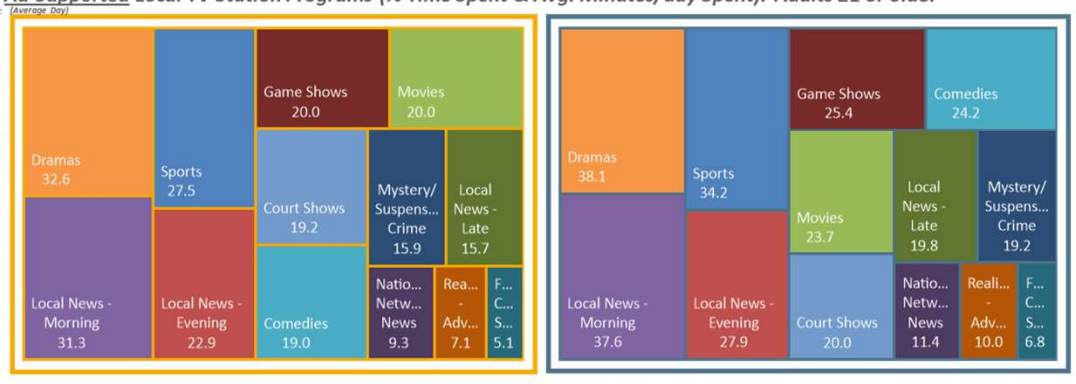
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

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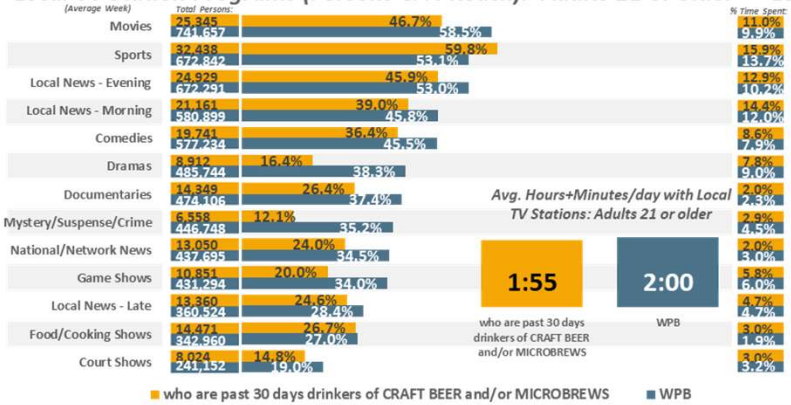
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

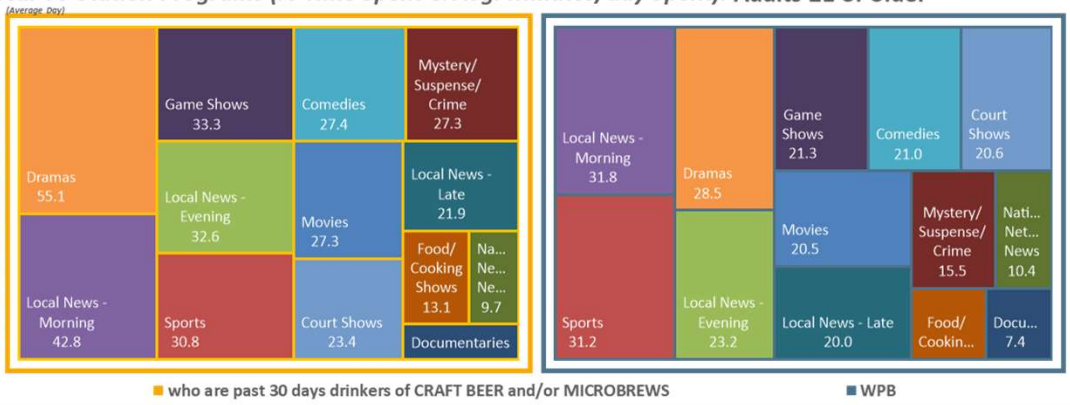


54,098 or 67.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Local News - Late.

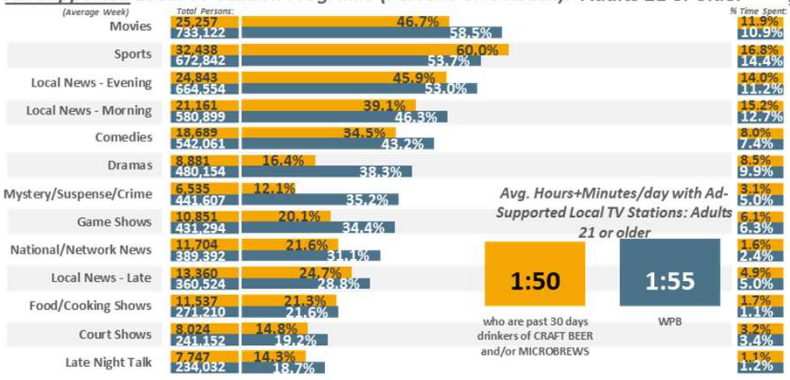
Local TV Station Programs (Persons & % Reach): Adults 21 or older



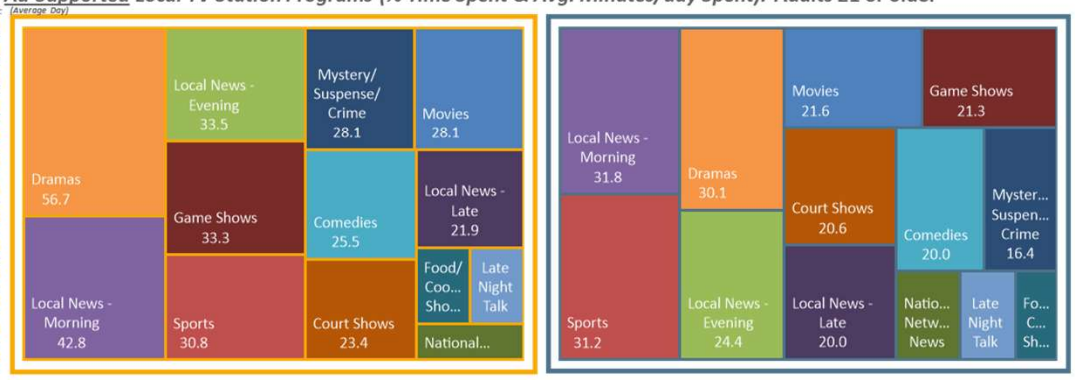
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

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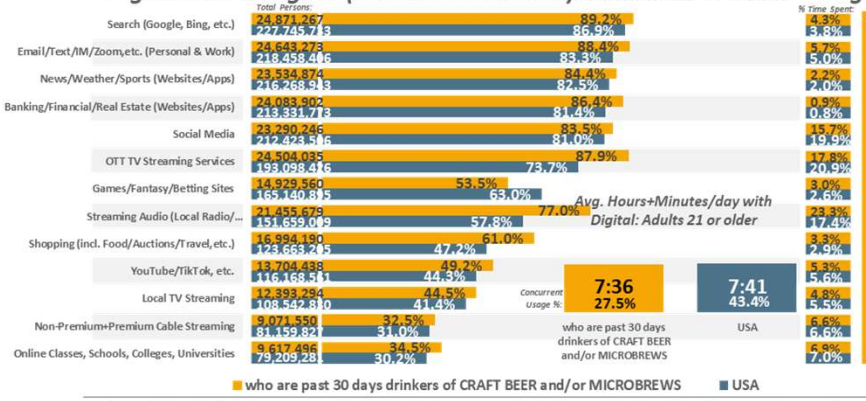
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

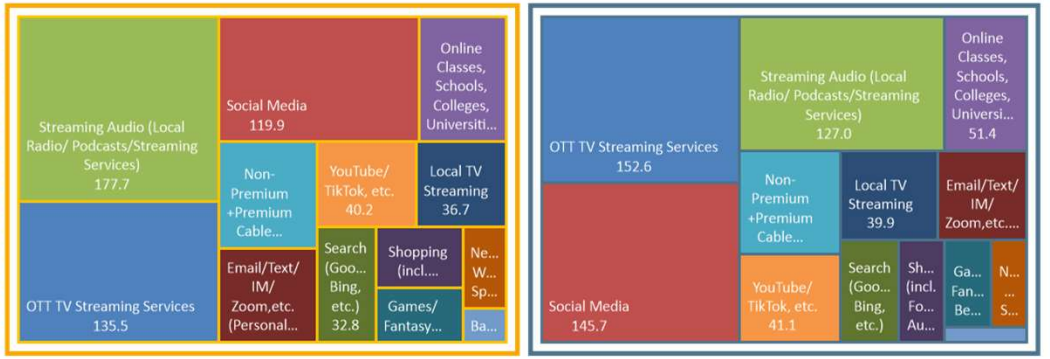


20,301,204 or 72.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Social Media for an average of 104.5 minutes every day representing 18.8% of all time spent daily with Ad-Supported Digital Media.

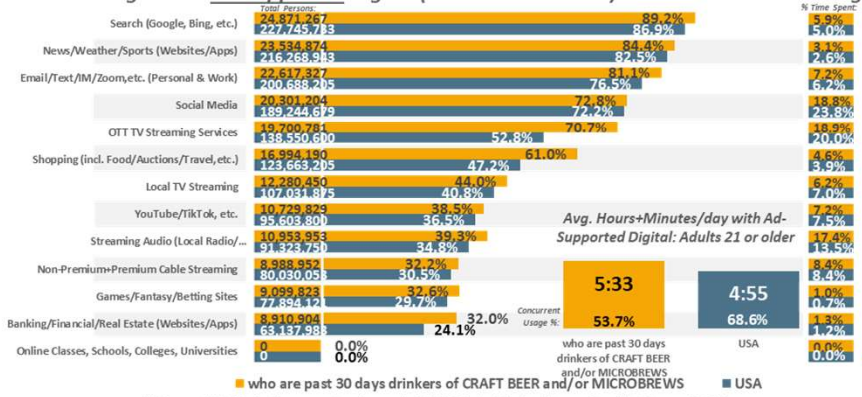
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



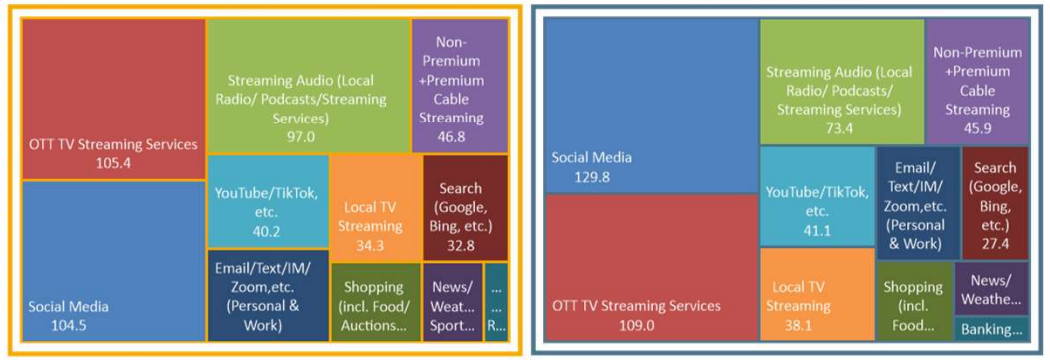
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

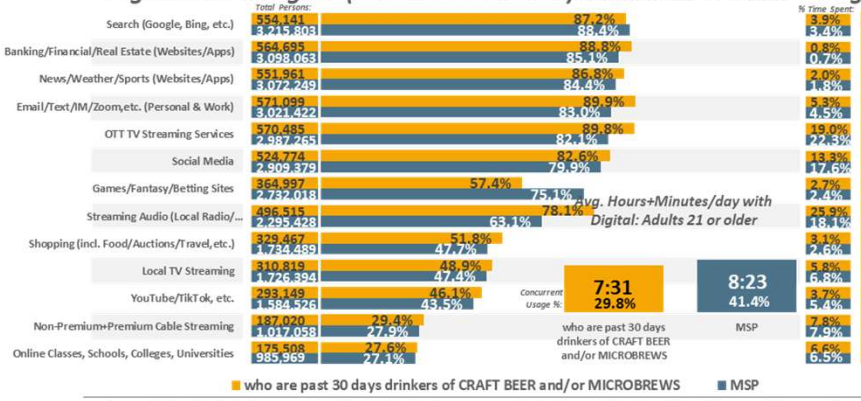
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



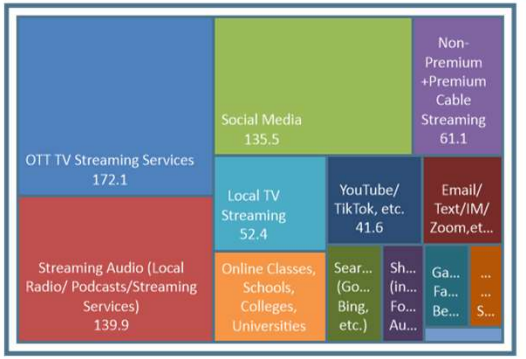
474,214 or 74.6% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Social Media for an average of 90.3 minutes every day representing 16.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

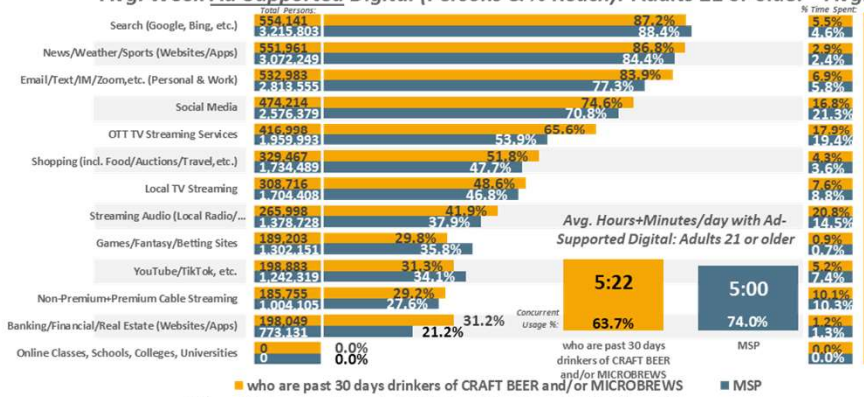


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



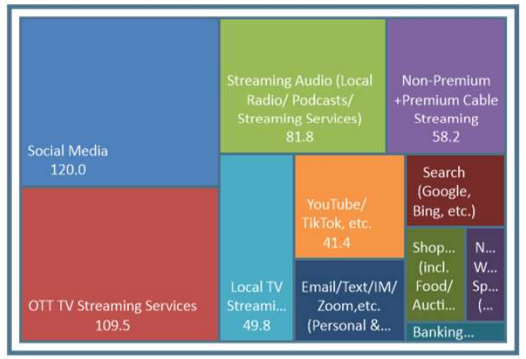


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

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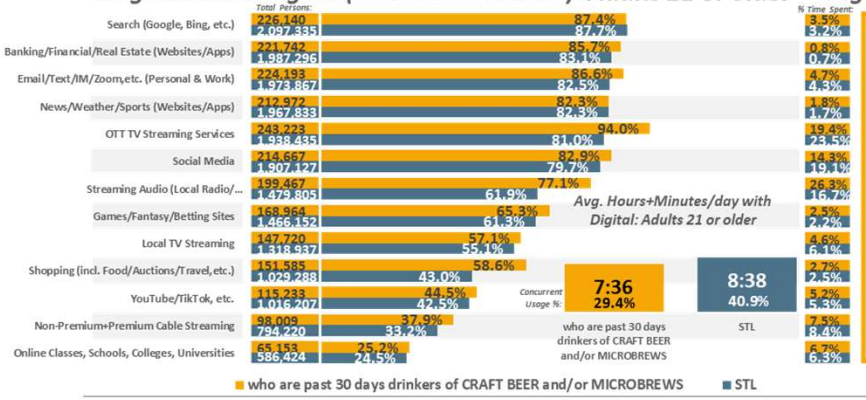
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

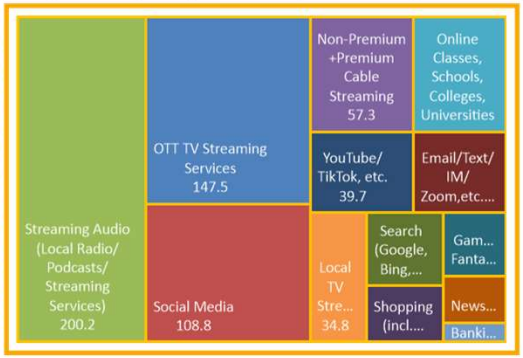


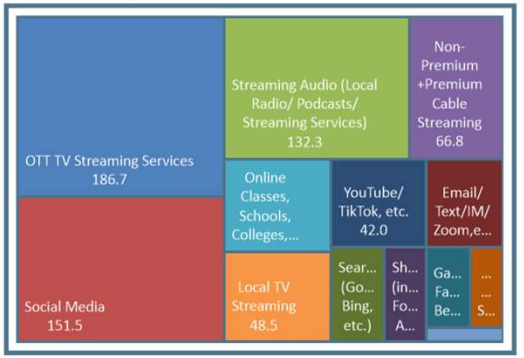
190,741 or 73.7% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Social Media for an average of 96.7 minutes every day representing 17.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

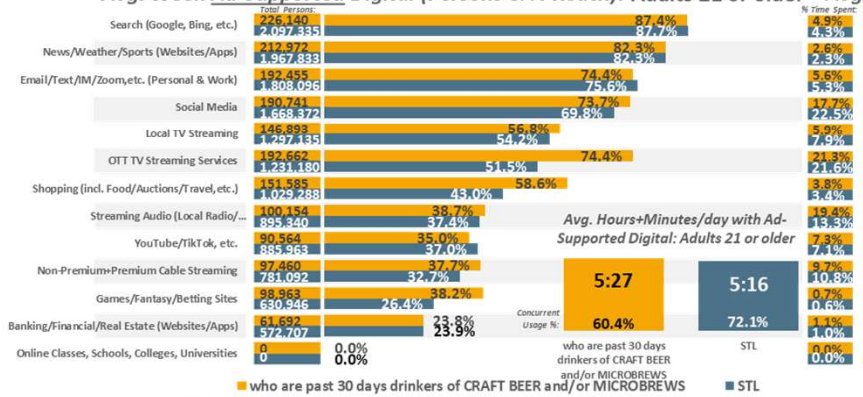


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

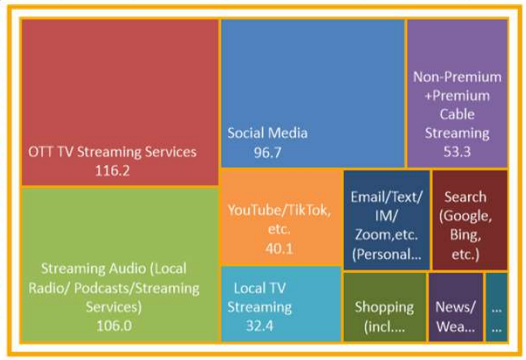


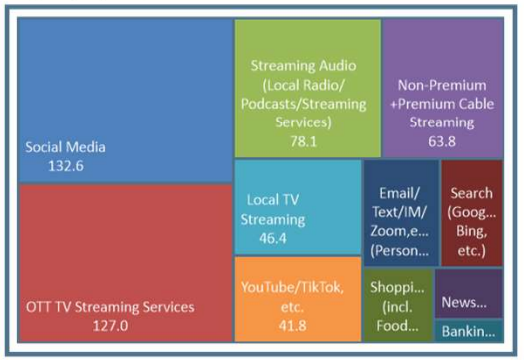


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

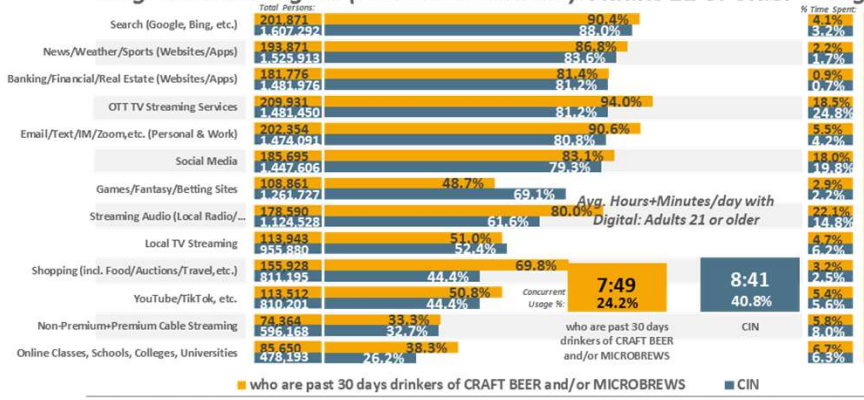
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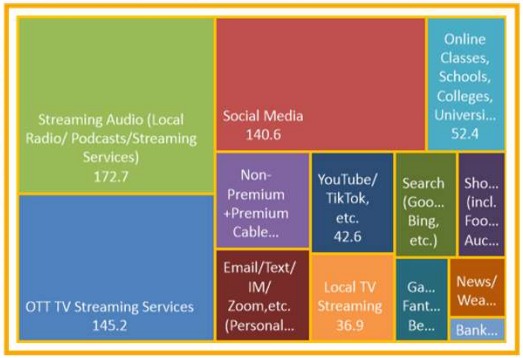
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

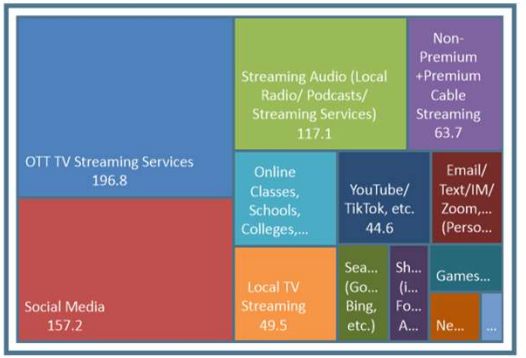
160,703 or 71.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Social Media for an average of 121.6 minutes every day representing 21.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

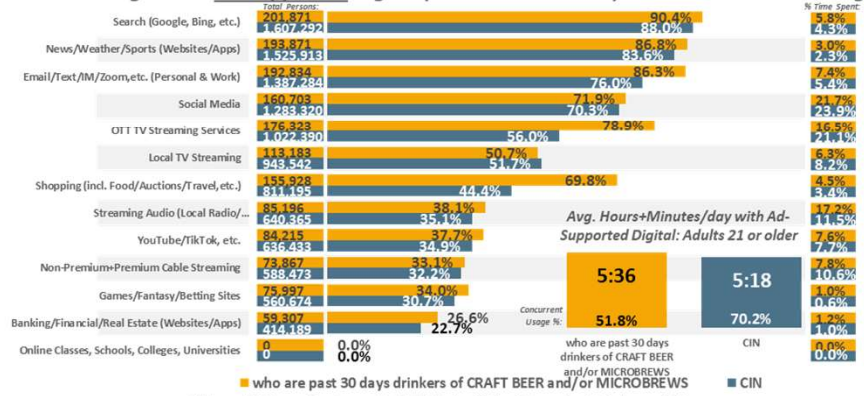


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

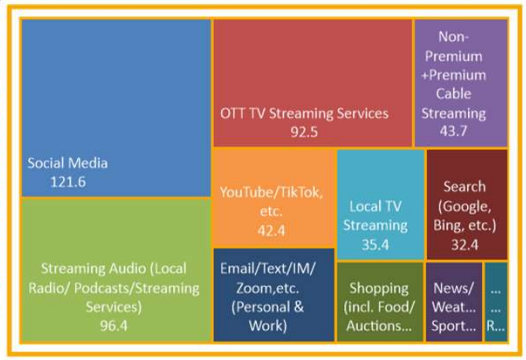


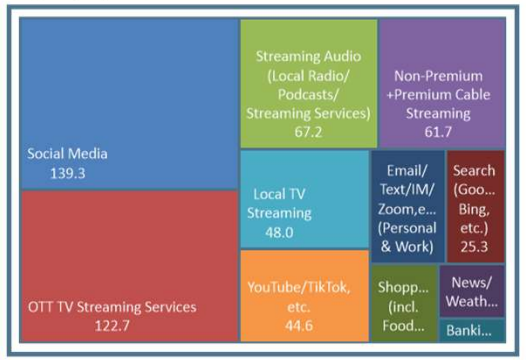


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

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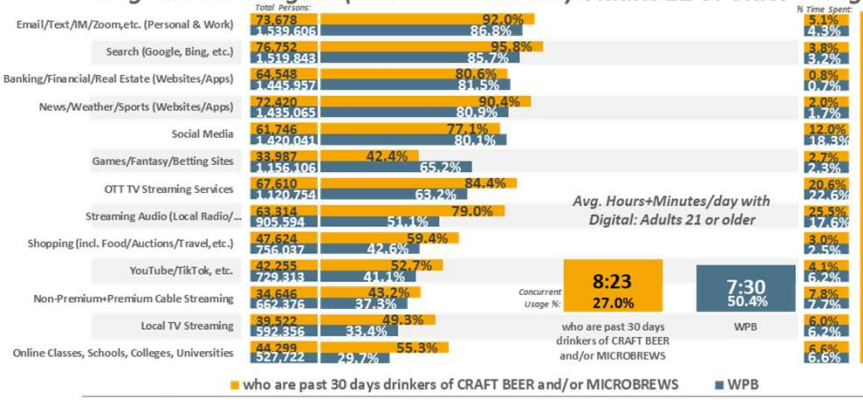
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

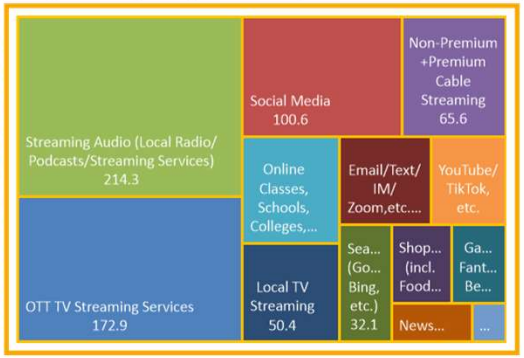


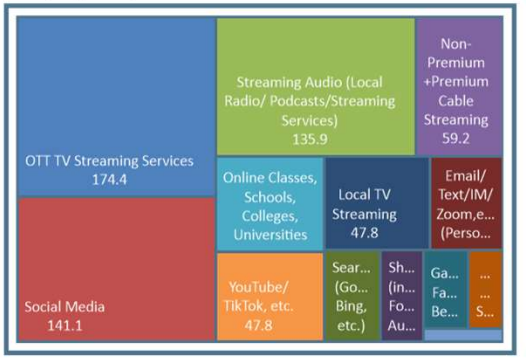
52,307 or 65.3% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Social Media for an average of 85.3 minutes every day representing 13.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

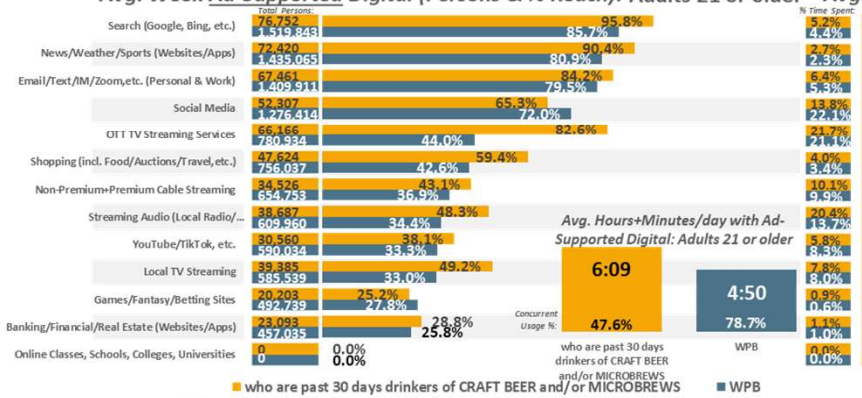


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

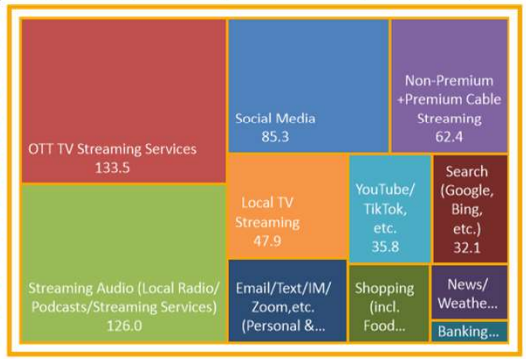


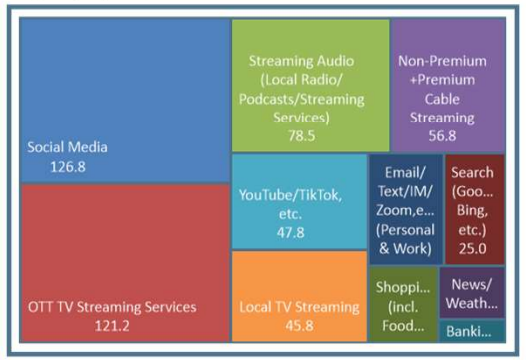


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

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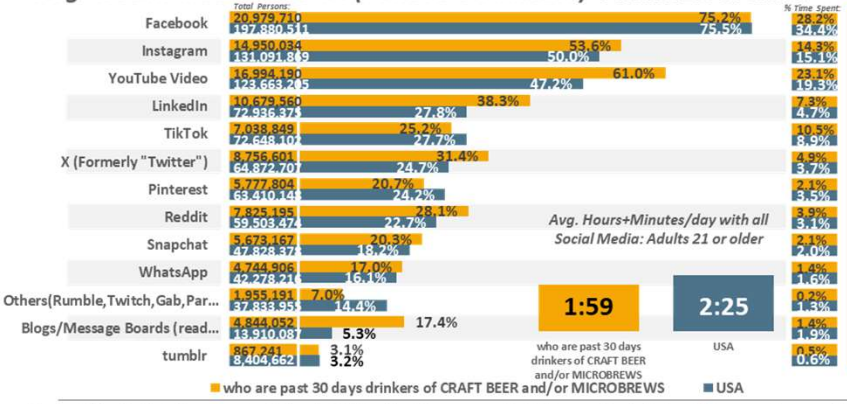
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

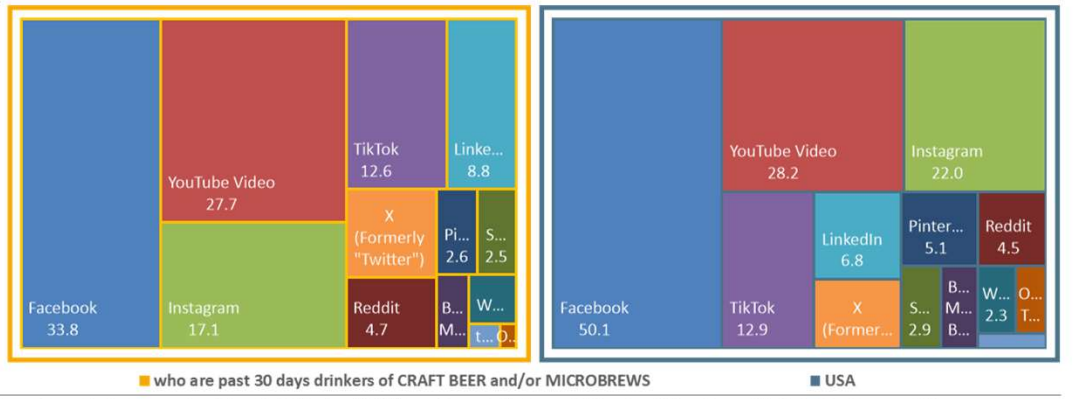


20,301,204 or 72.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Facebook for an average of 30.6 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

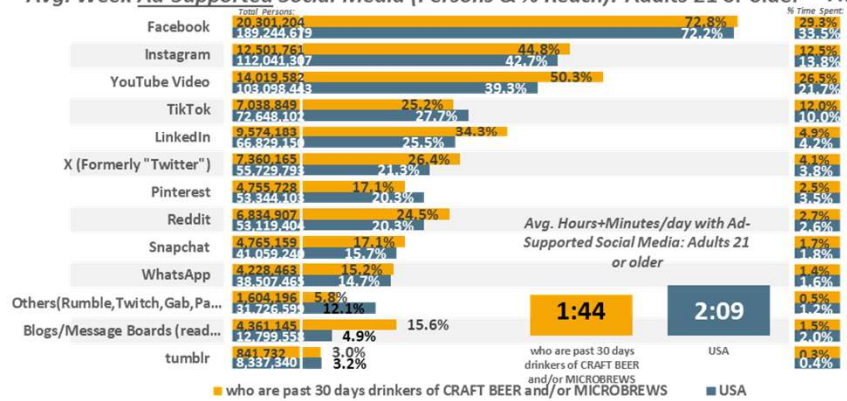
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



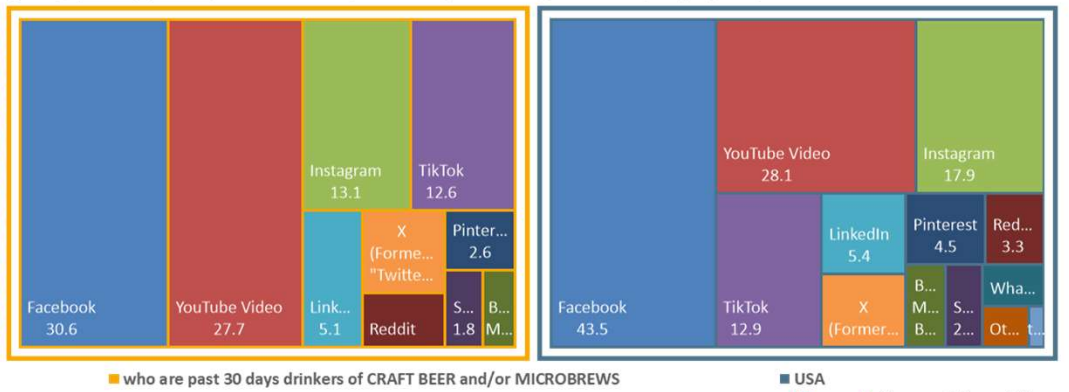
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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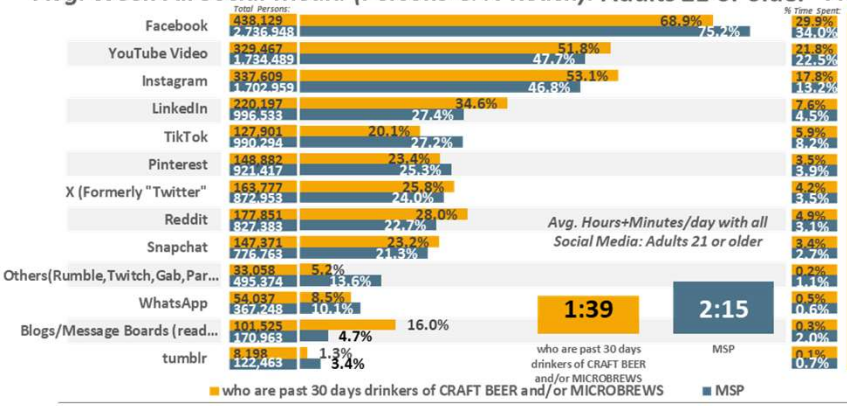
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

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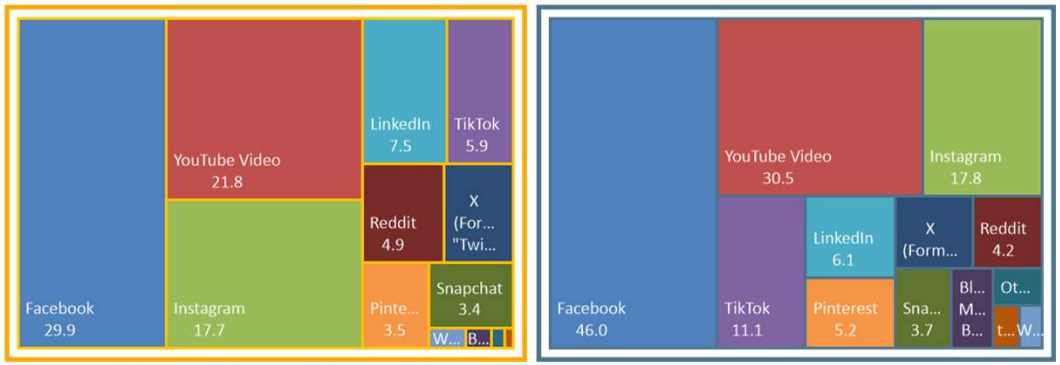
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

438,129 or 68.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Facebook for an average of 29.9 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

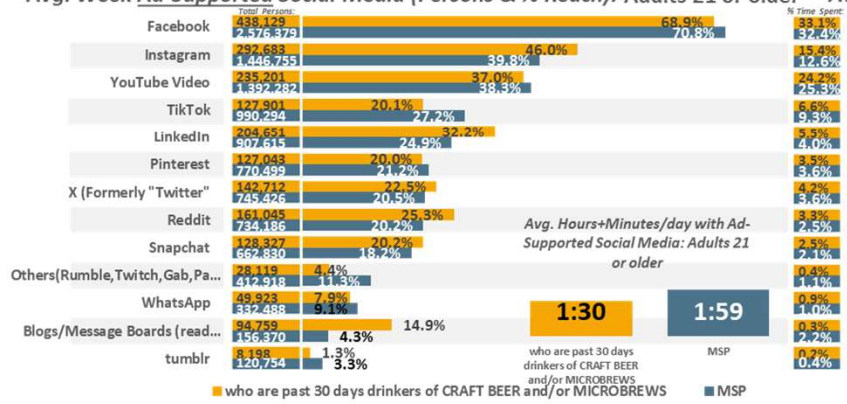
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



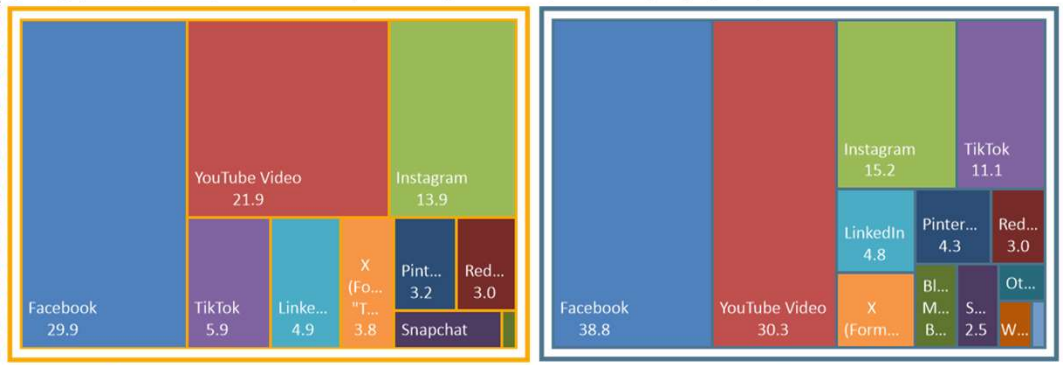
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

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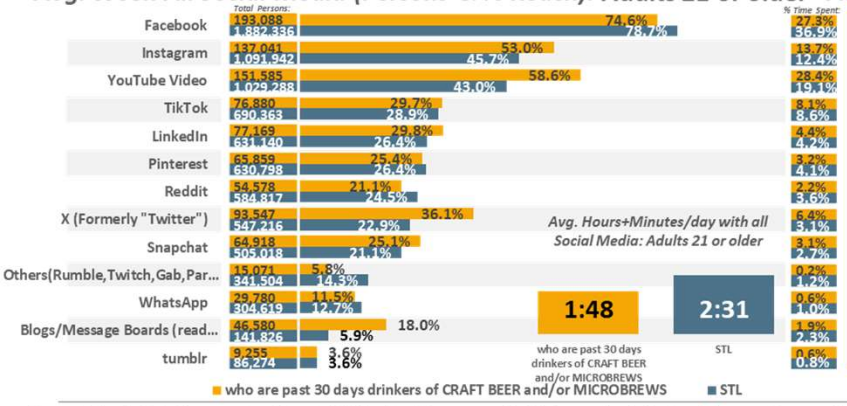
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

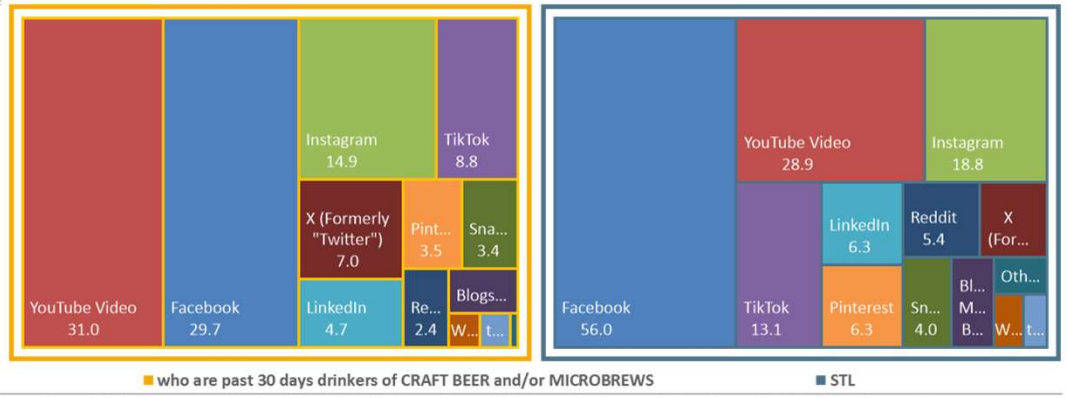


126,916 or 49.% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported YouTube Video for an average of 31.3 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.

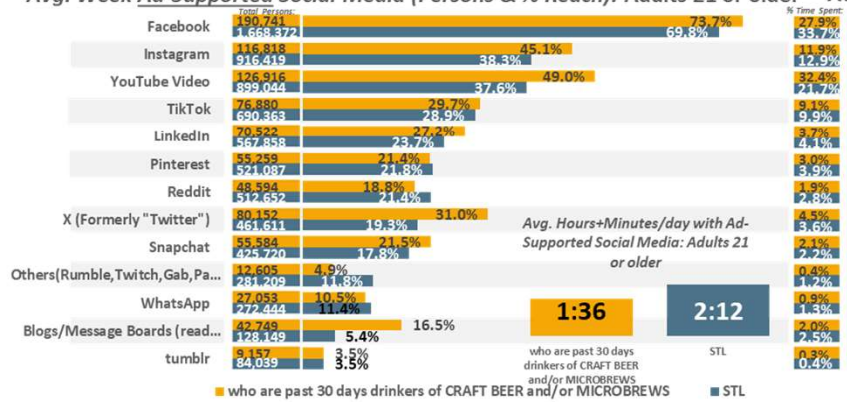
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



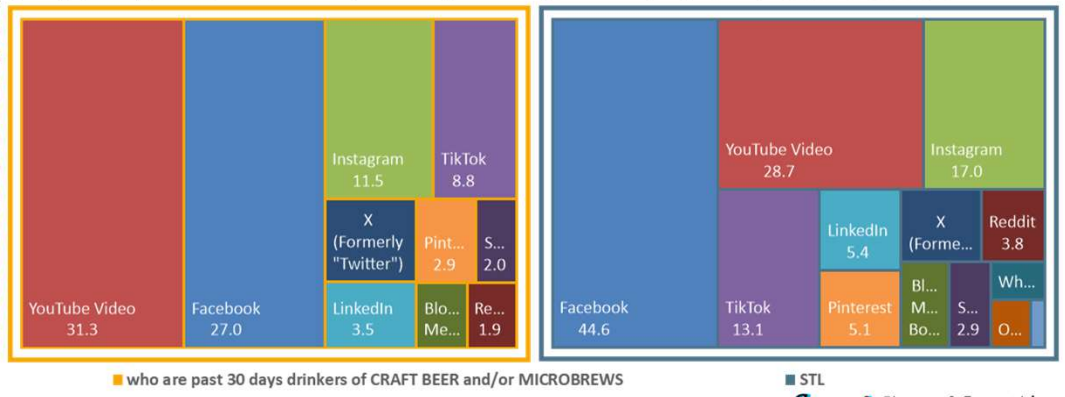
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

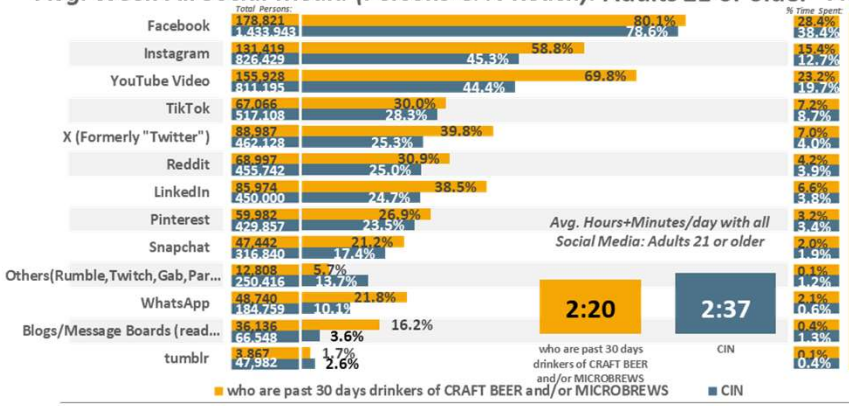
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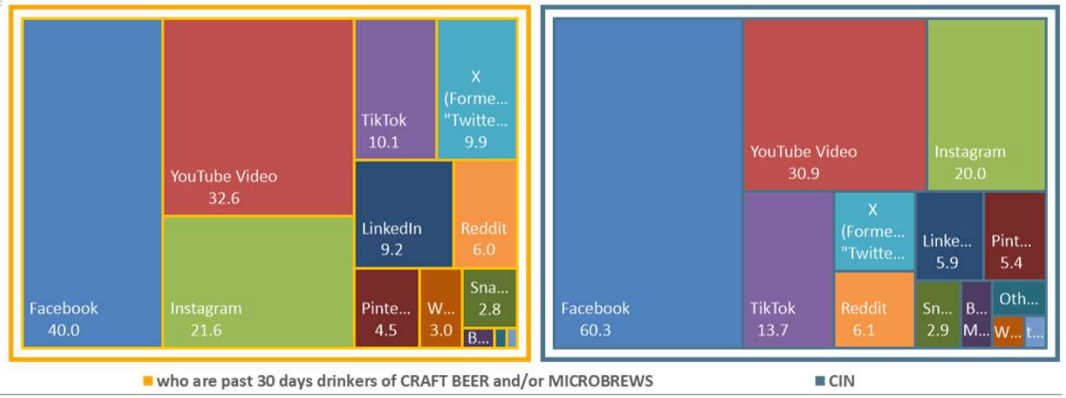
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

160,703 or 71.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Facebook for an average of 36.1 minutes every day representing 29.7% of all time spent daily with Ad-Supported Social Media.

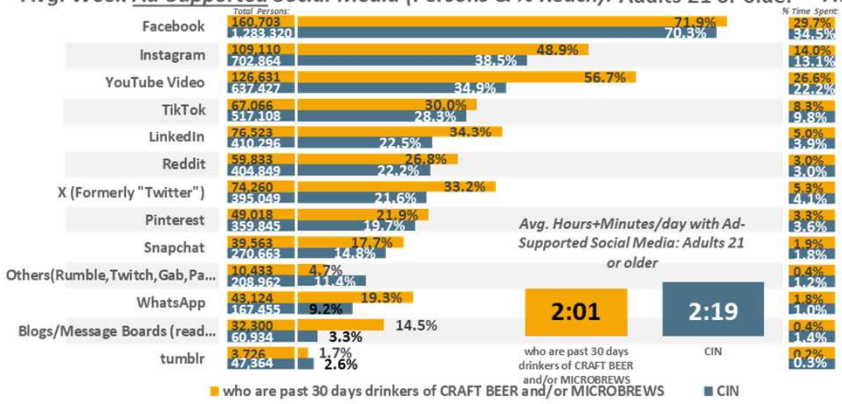
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



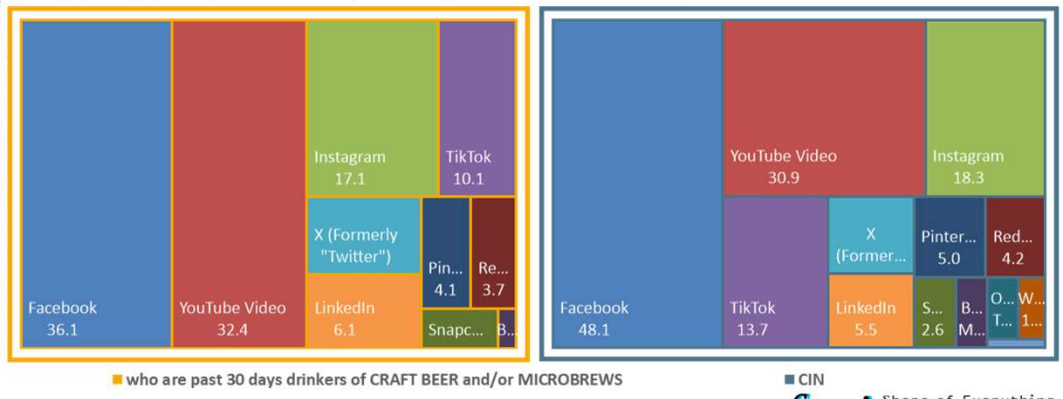
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

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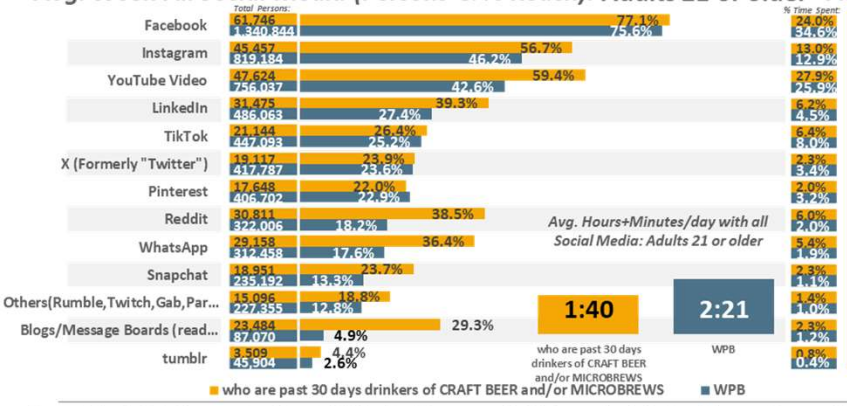
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

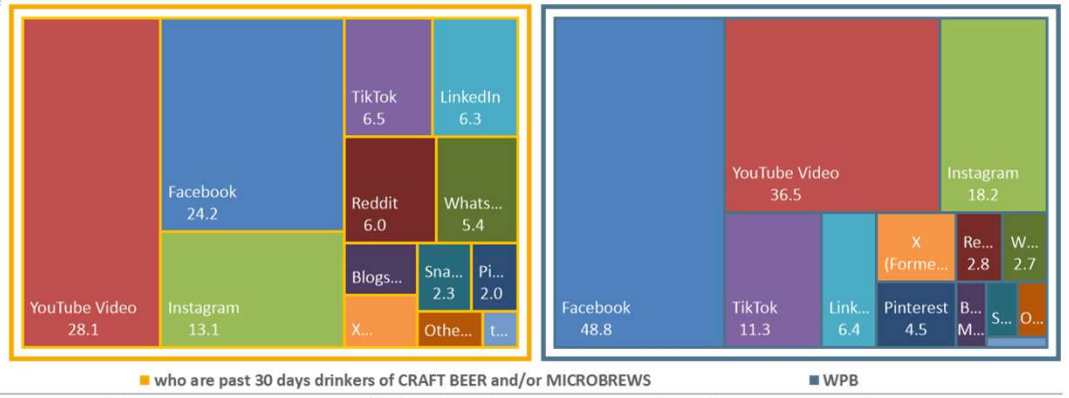


35,929 or 44.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported YouTube Video for an average of 29.4 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

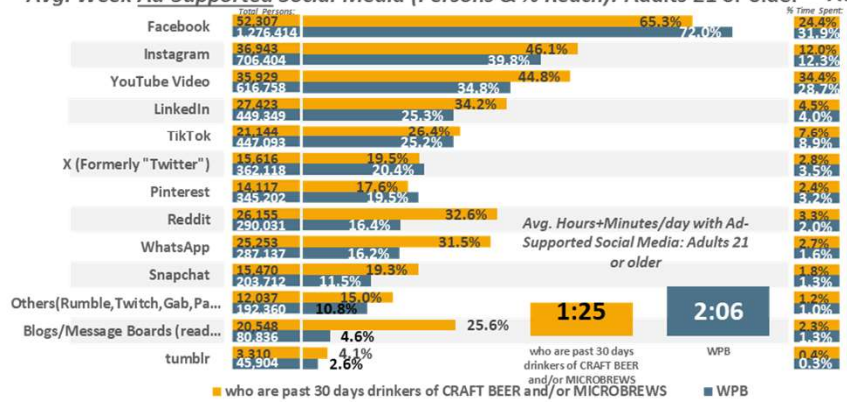
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



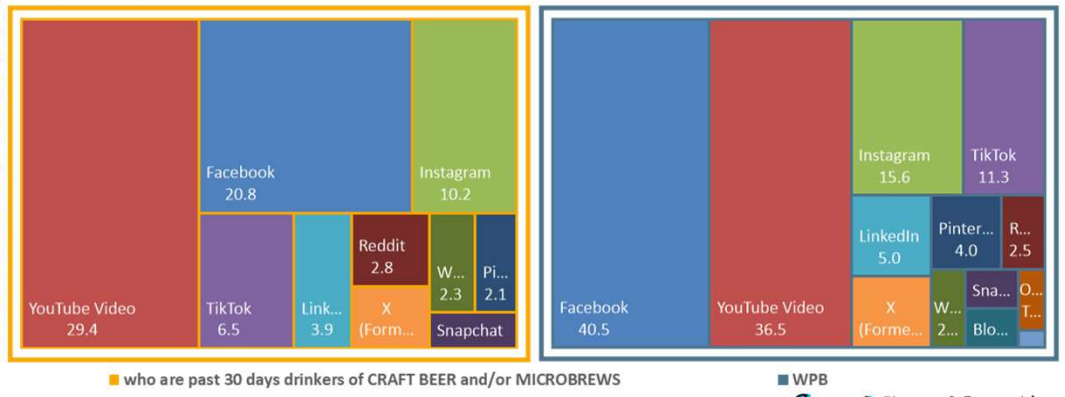
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

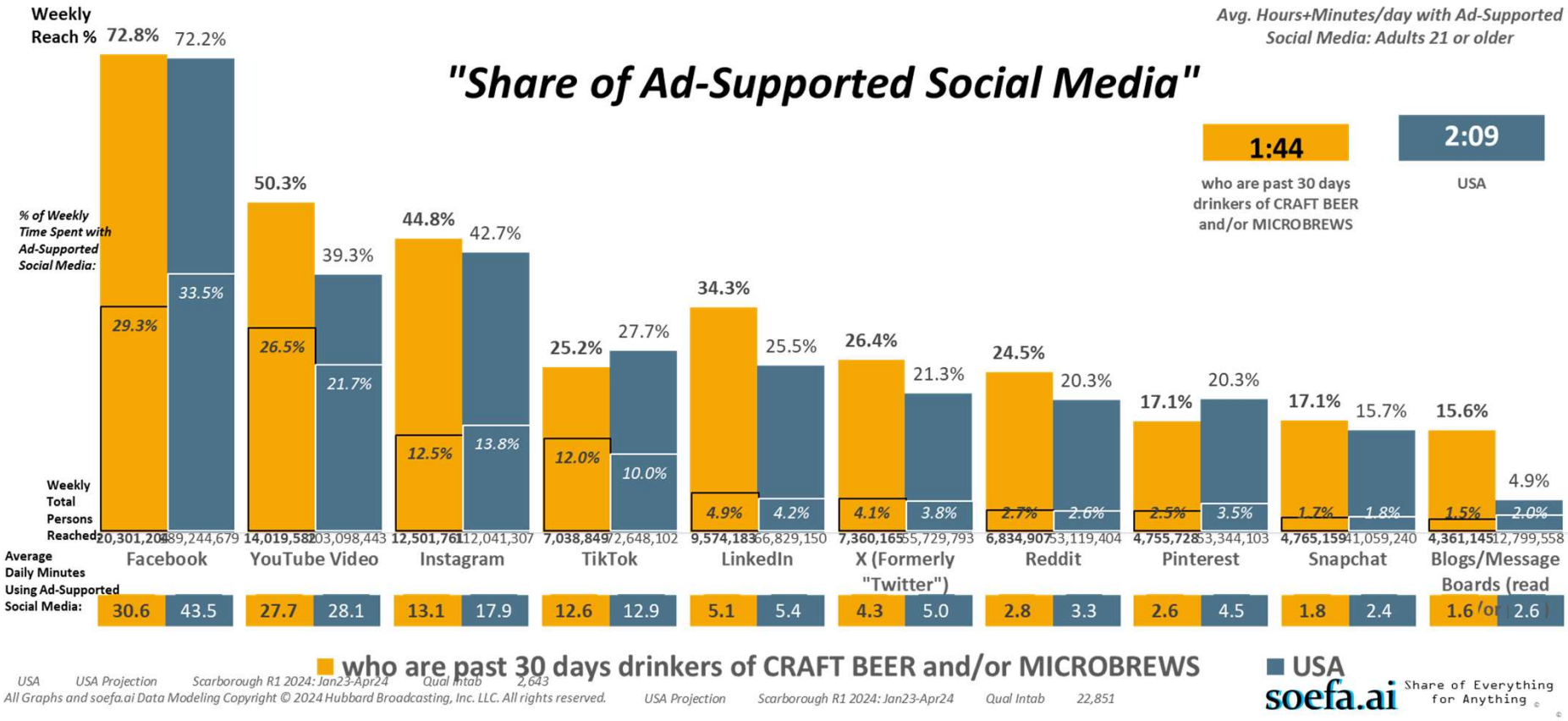
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



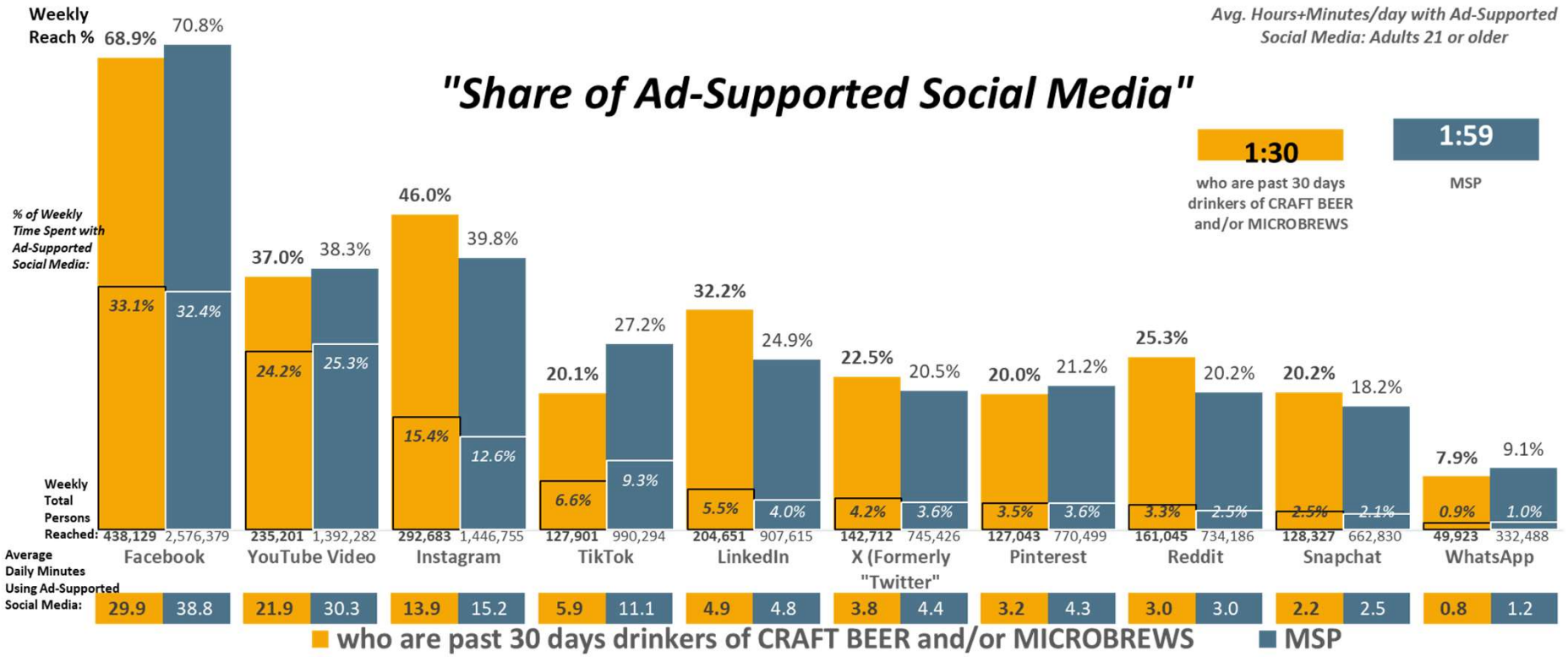
20,301,204 or 72.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Facebook for an average of 30.6 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.



[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



438,129 or 68.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Facebook for an average of 29.9 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

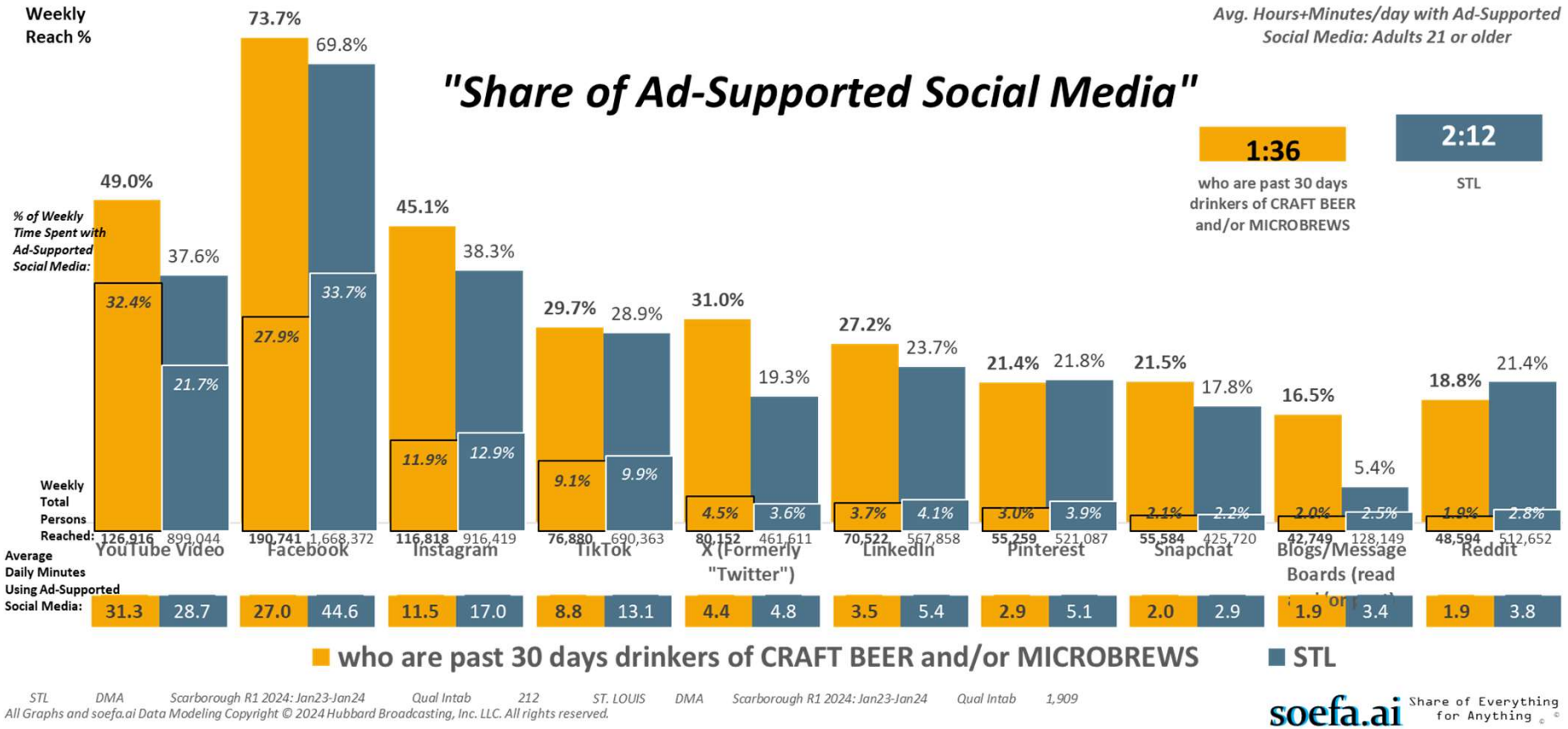
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



126,916 or 49.% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported YouTube Video for an average of 31.3 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

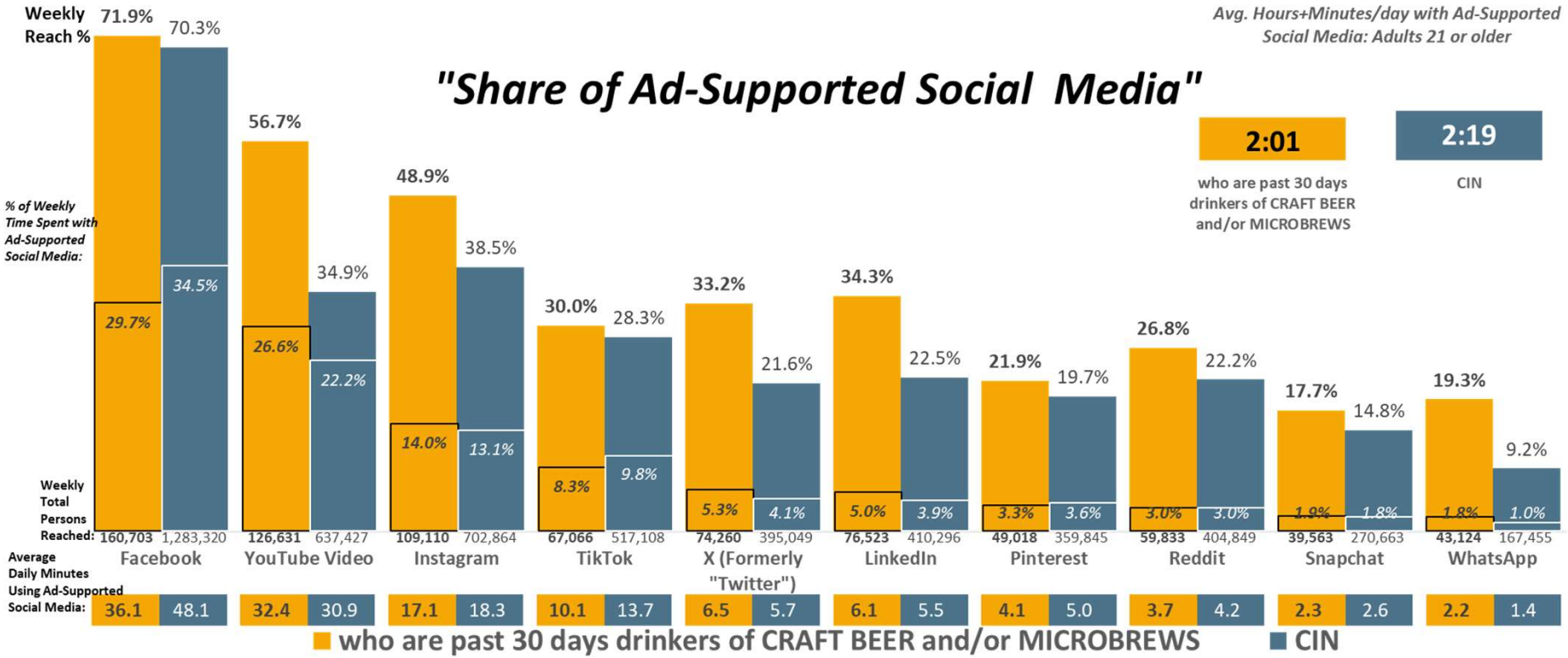
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



160,703 or 71.9% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported Facebook for an average of 36.1 minutes every day representing 29.7% of all time spent daily with Ad-Supported Social Media.



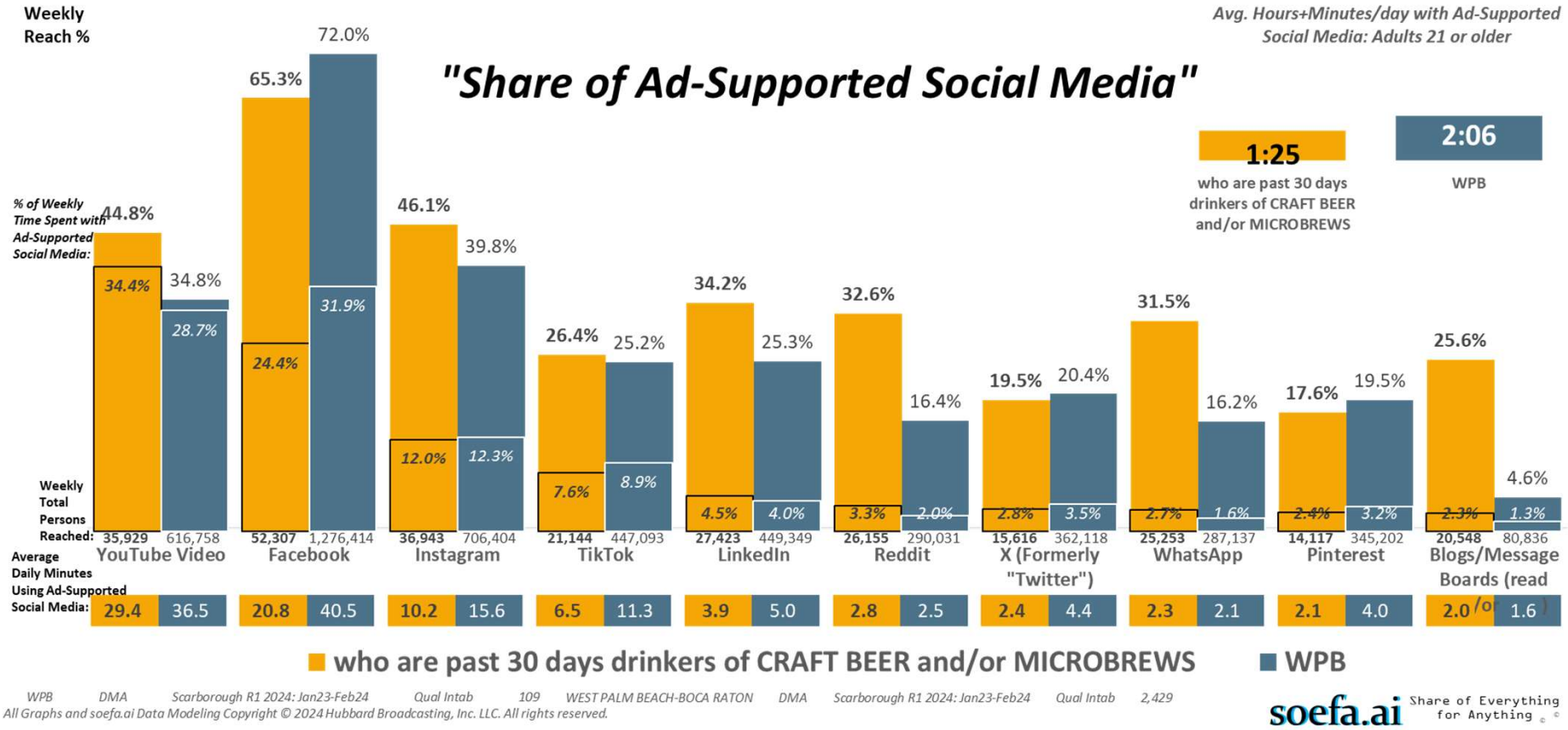
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

35,929 or 44.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS use Ad-Supported YouTube Video for an average of 29.4 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,429

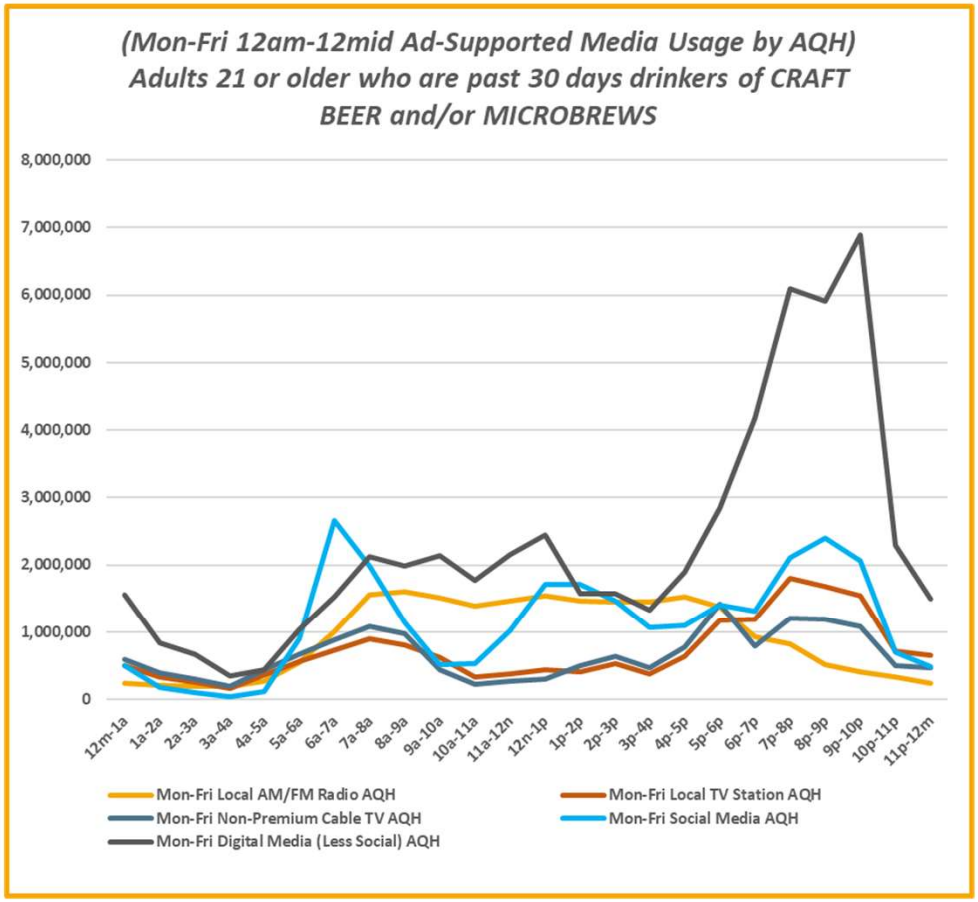
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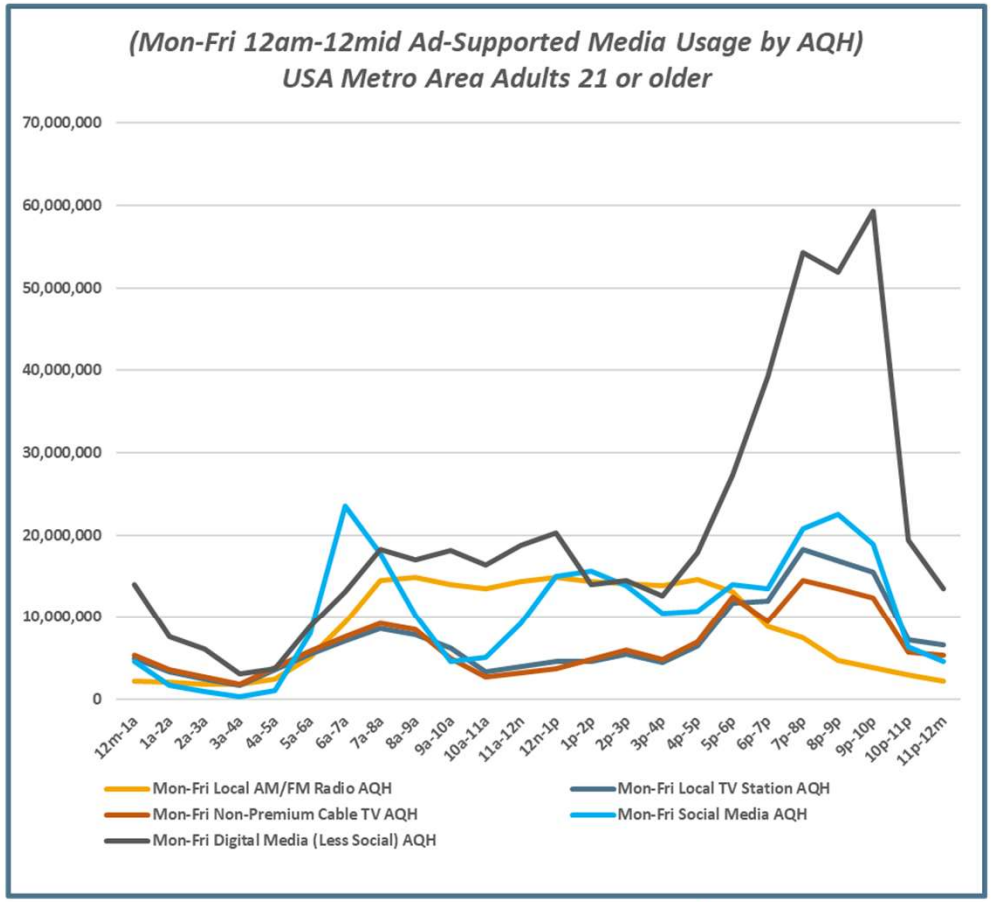
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,117,390; Local Radio: 1,404,391; Social Media: 1,355,769; Non-Prem. Cable: 671,357; Local TV: 650,785 reaching Adults 21 or older who are past 30 days drinkers of CRAFT





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

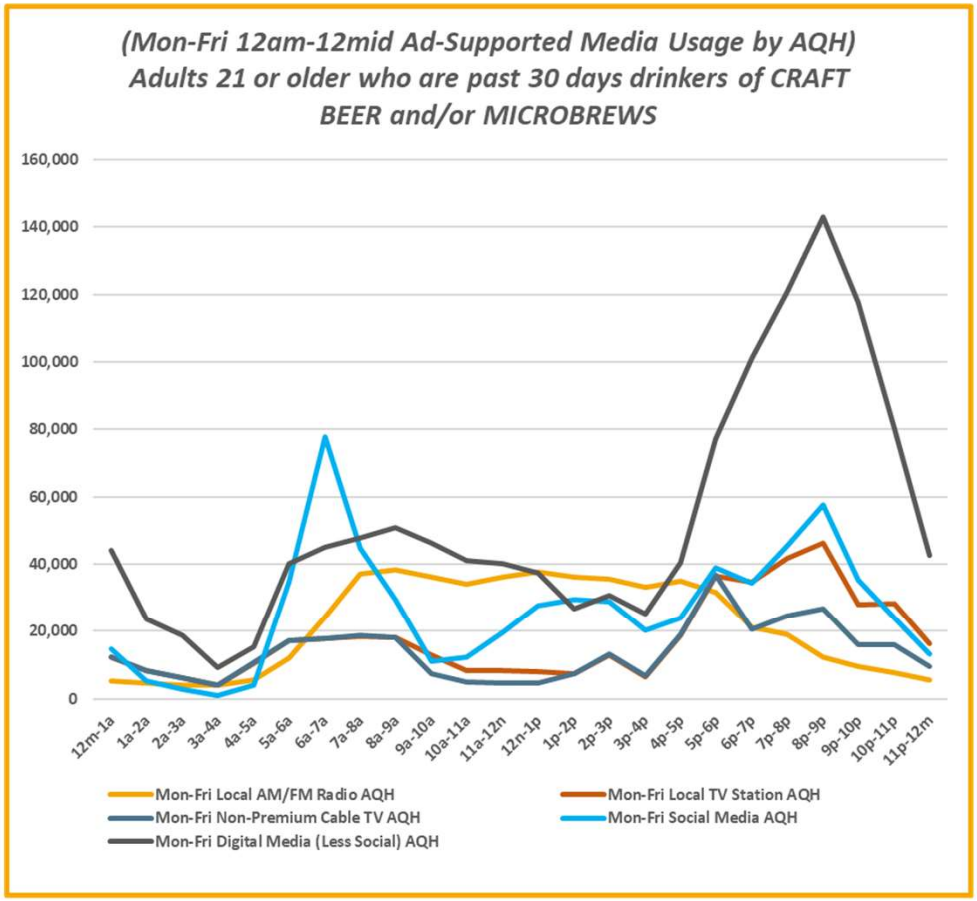
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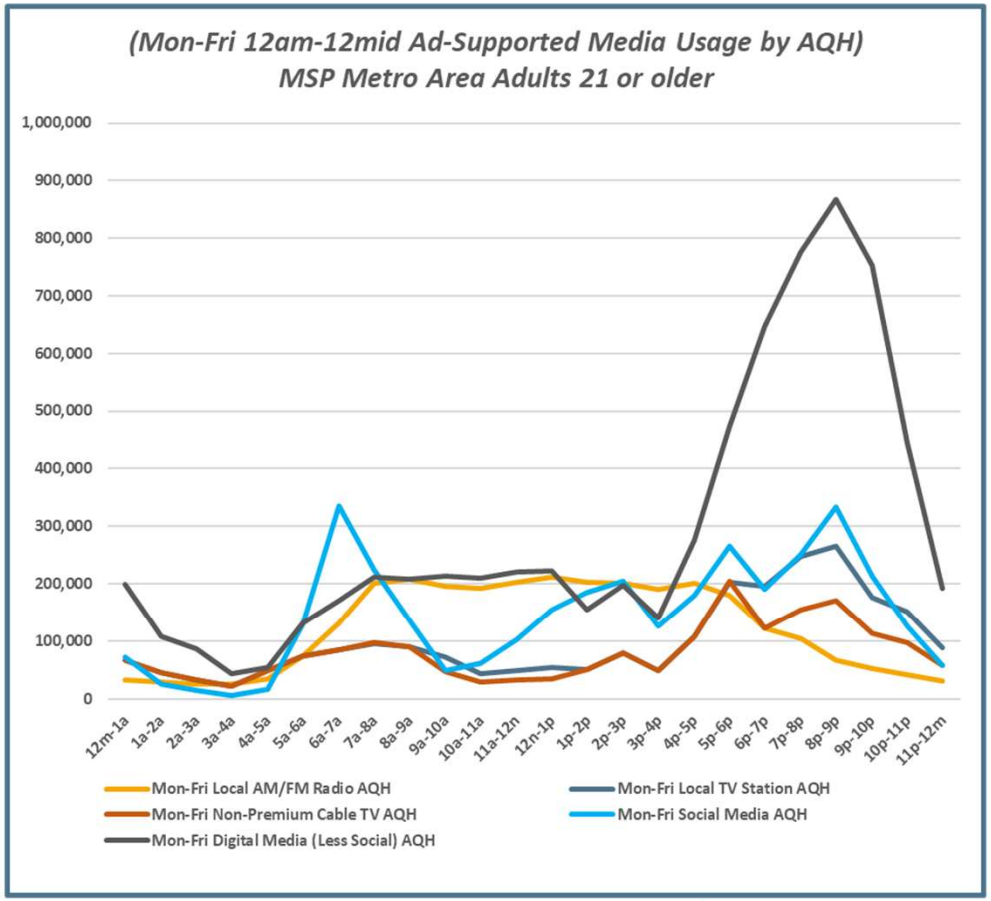
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,842; Local Radio: 33,567; Social Media: 30,603; Local TV: 16,025; Non-Prem. Cable: 13,794 reaching Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/o





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

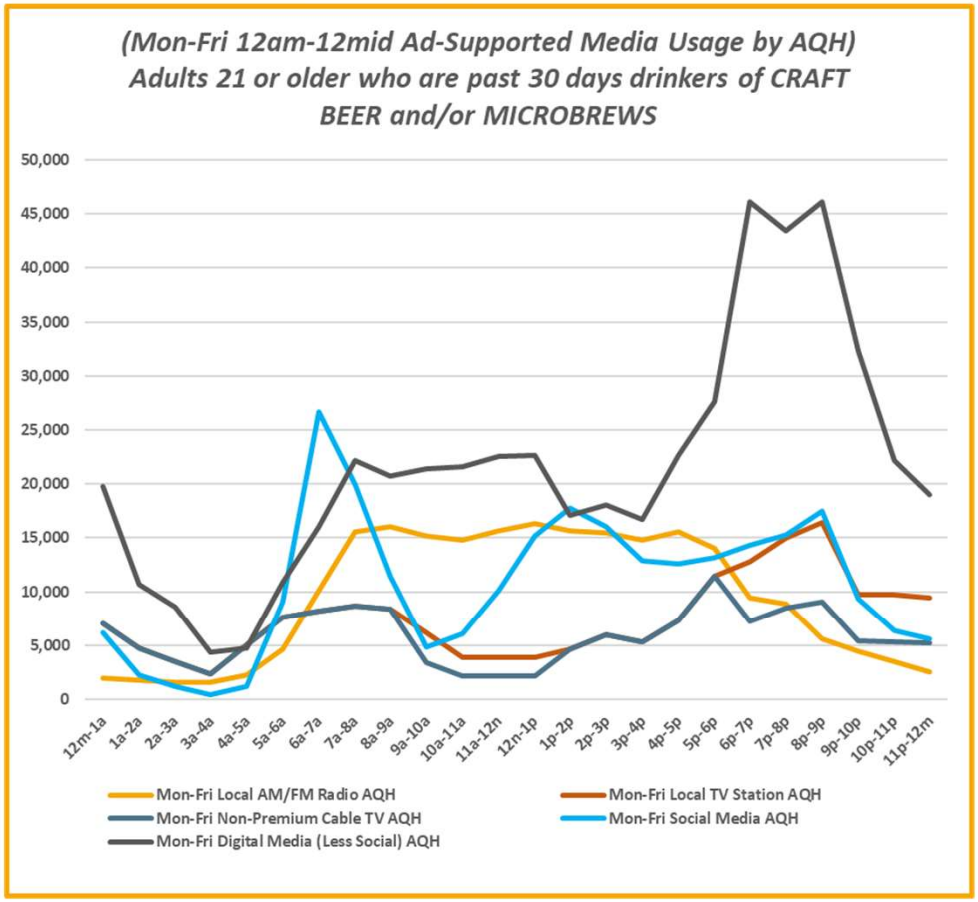
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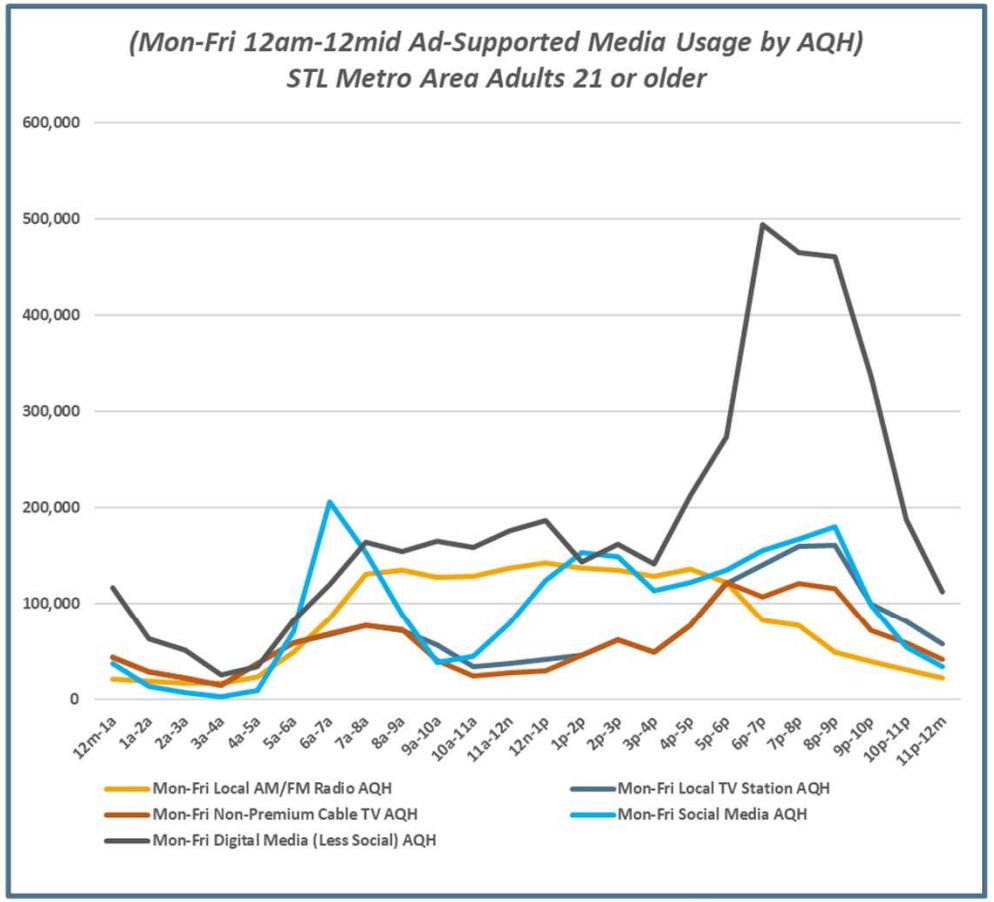
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,730; Local Radio: 14,503; Social Media: 13,928; Local TV: 6,976; Non-Prem. Cable: 5,925 reaching Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or





STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

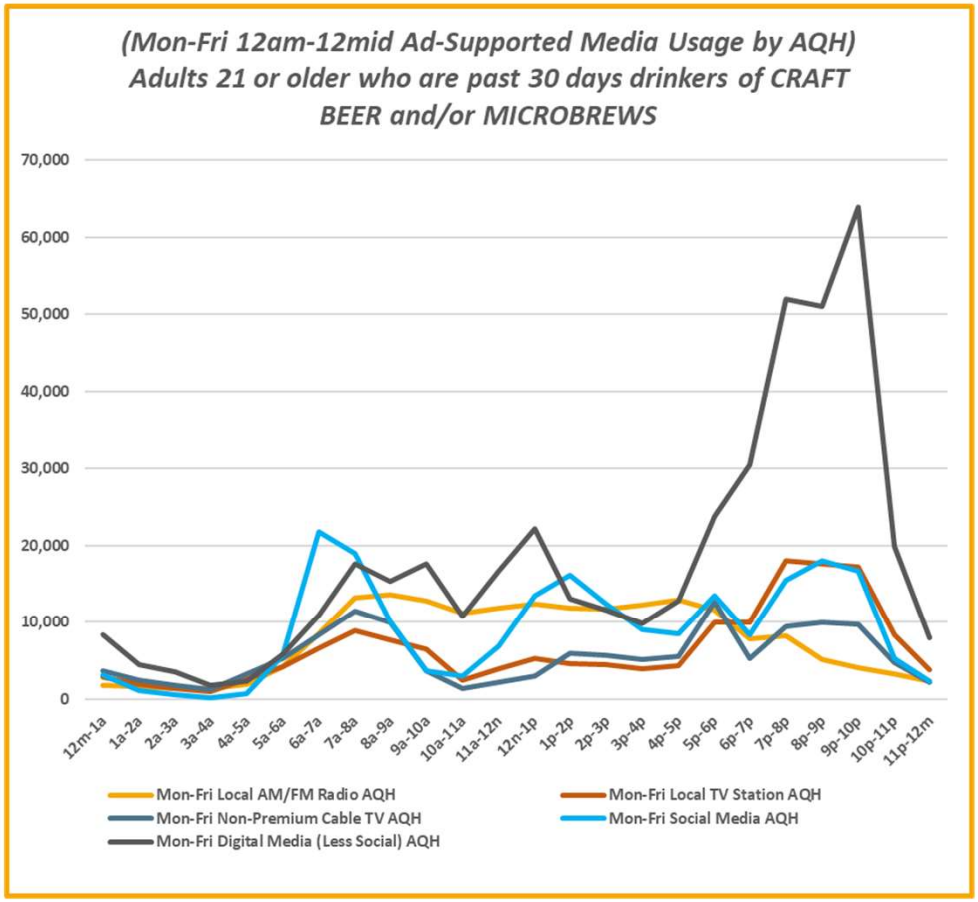
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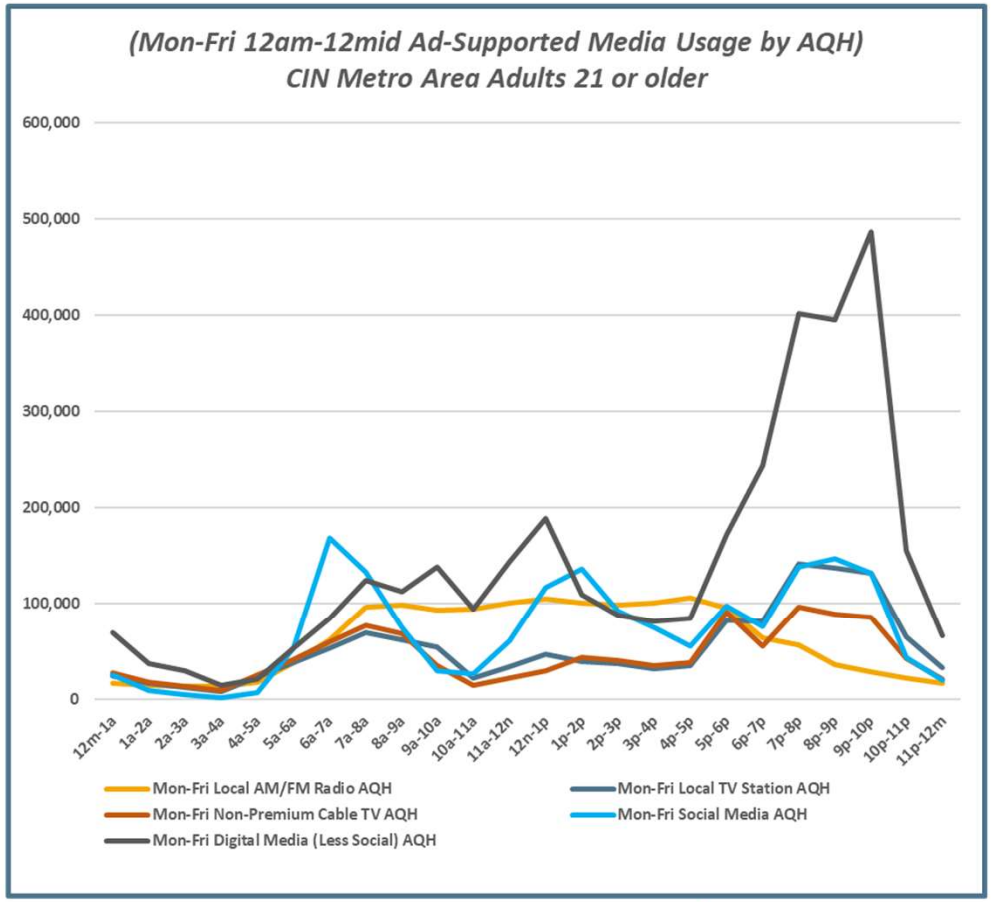
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,375; Local Radio: 11,686; Social Media: 11,223; Non-Prem. Cable: 6,183; Local TV: 6,071 reaching Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or





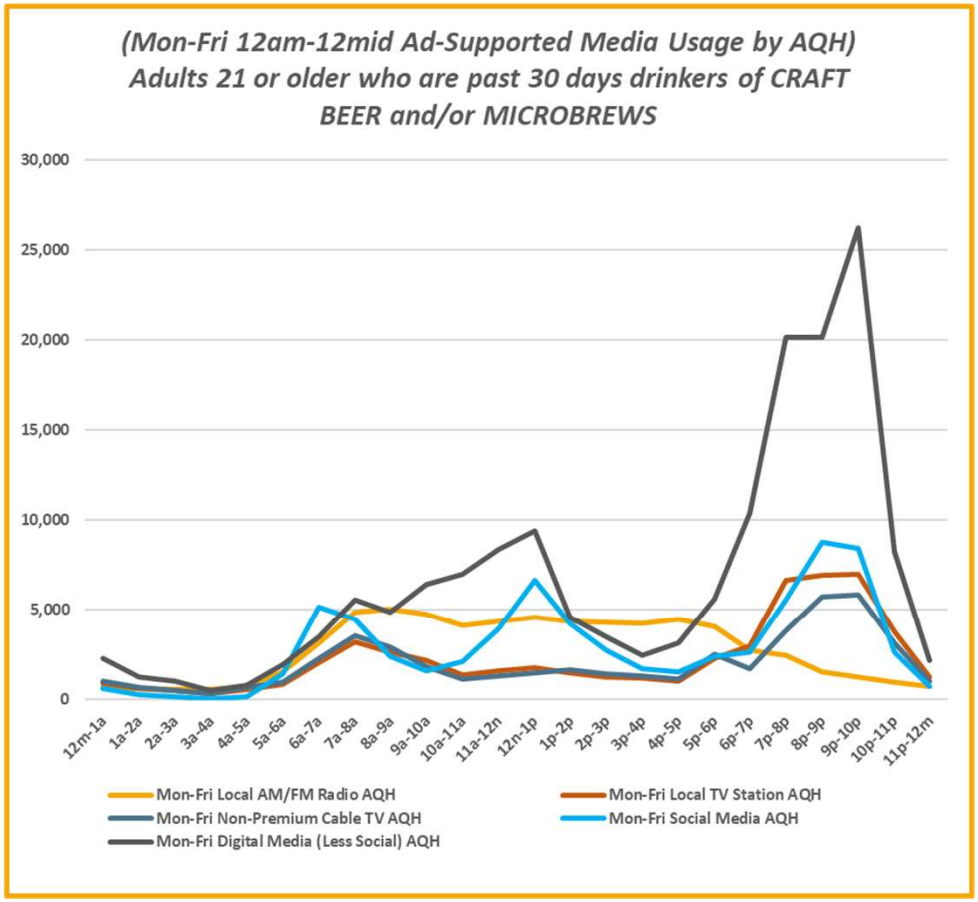
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

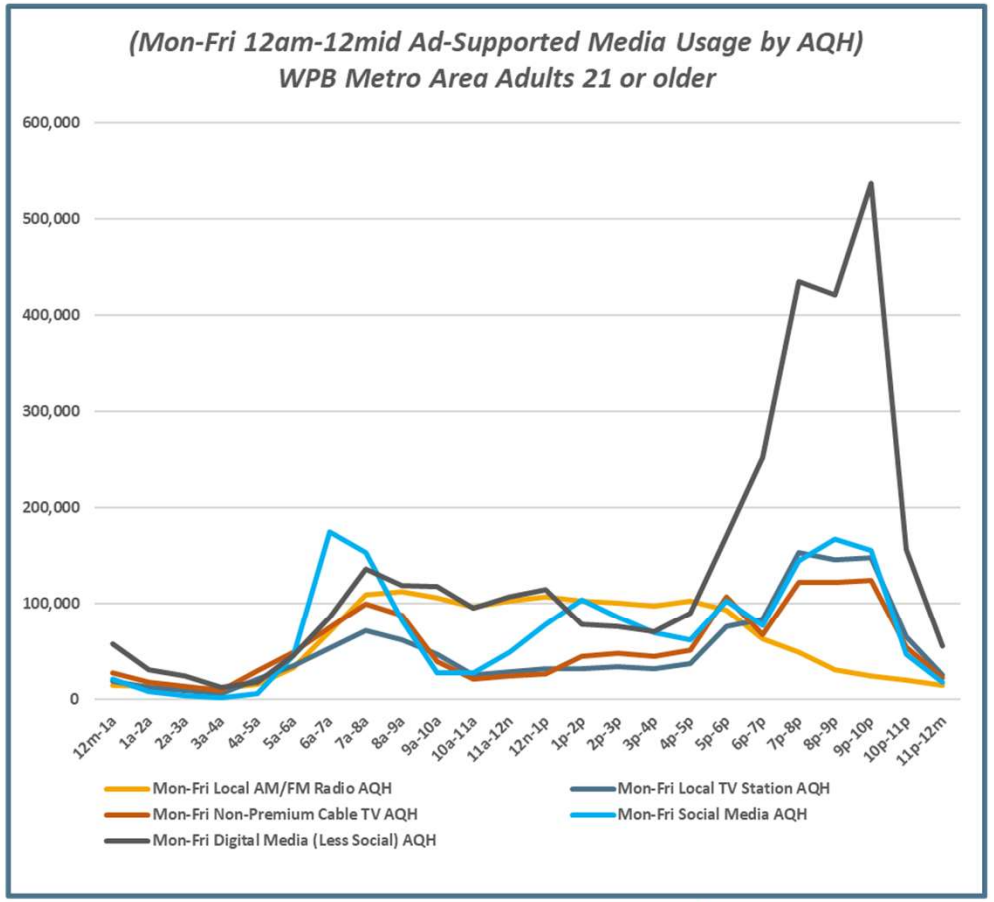
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,742; Local Radio: 4,229; Social Media: 3,186; Local TV: 1,913; Non-Prem. Cable: 1,854 reaching Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MIC





WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

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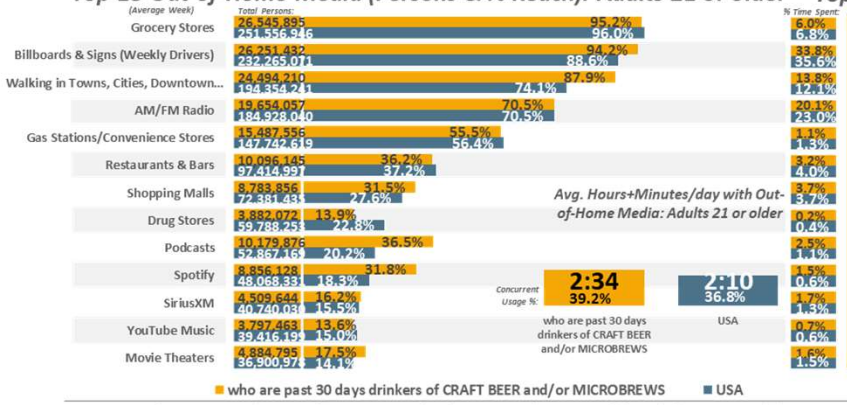
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

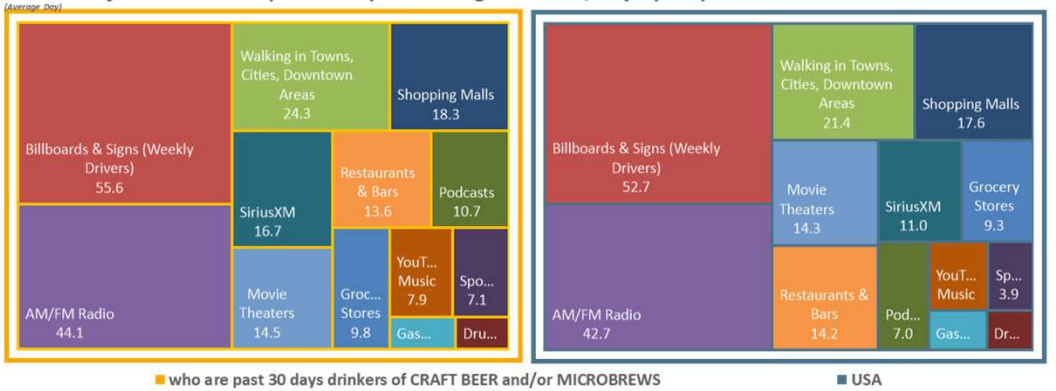


26,251,432 or 94.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 55.6 minutes per day driving, seeing Billboards and Signs. 66.6% Listen to Local Radio Stations Out-of-Home for an average of 37.8

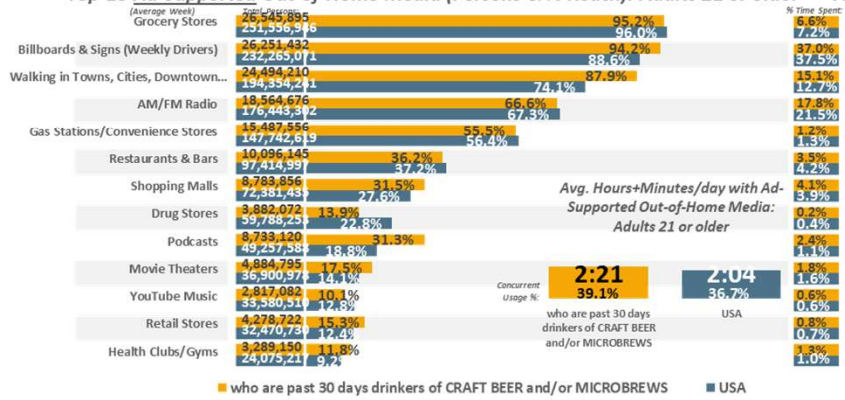
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



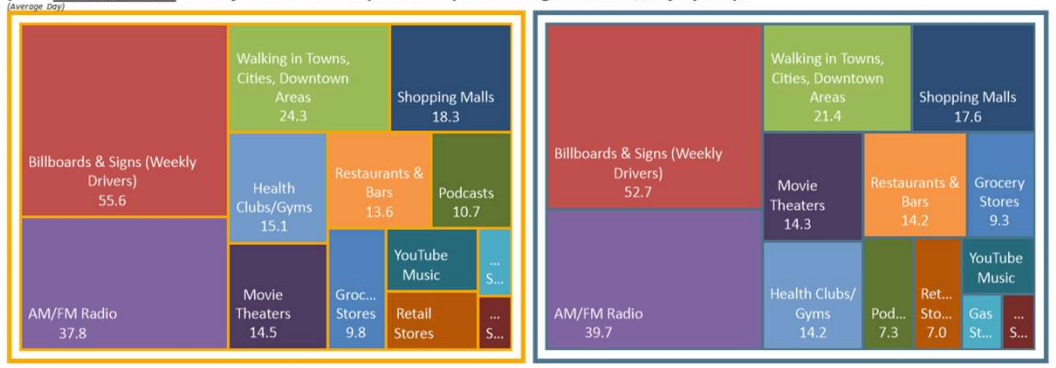
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

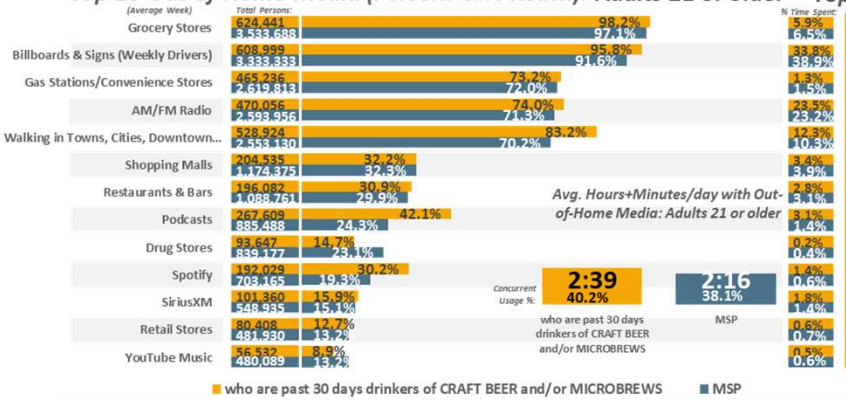
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

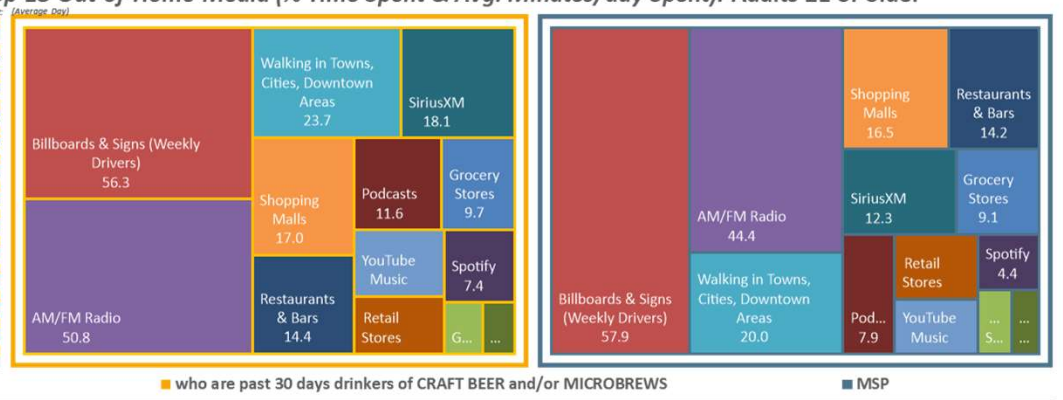


608,999 or 95.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 56.3 minutes per day driving, seeing Billboards and Signs. 69.2% Listen to Local Radio Stations Out-of-Home for an average of 44.2 min

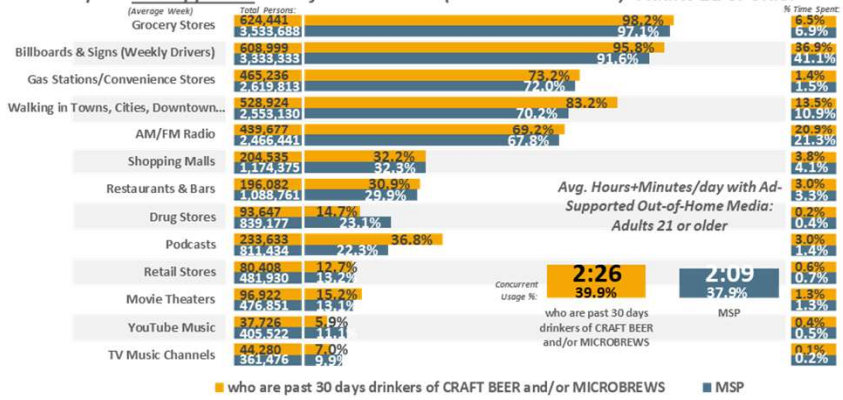
Top-13 Out-of-Home Media (Persons & % Reach): **Adults 21 or older**



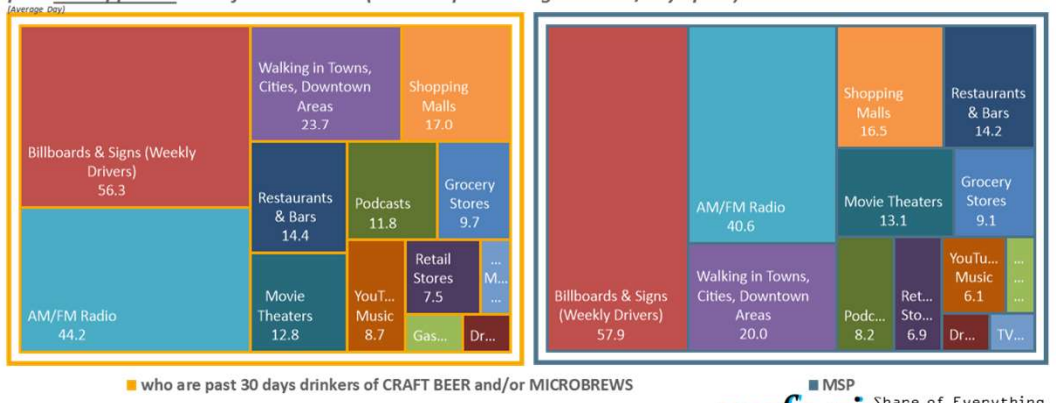
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



Top-13 <u>Ad-Supported</u> Out-of-Home Media (Persons & % Reach): **Adults 21 or older**



Top-13 <u>Ad-Supported</u> Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): **Adults 21 or older**



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

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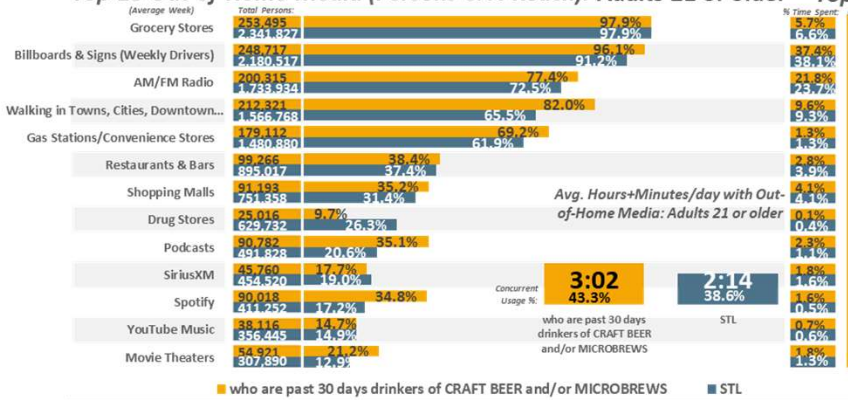
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

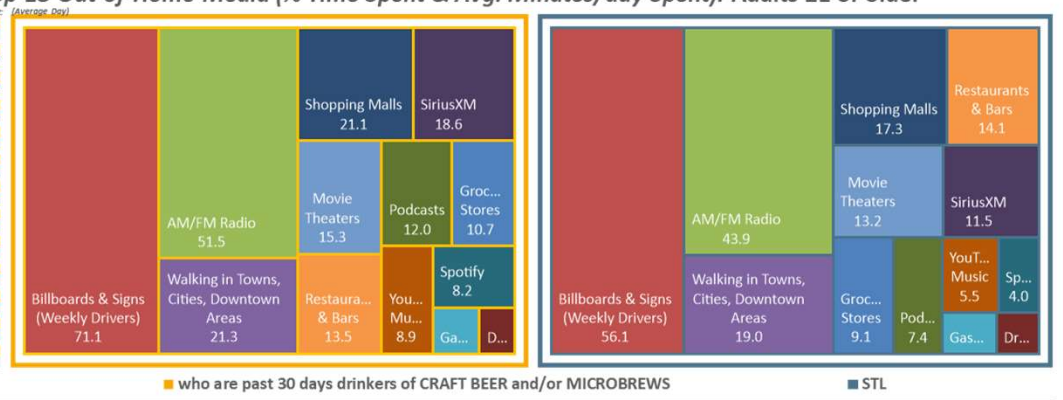


248,717 or 96.1% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 71.1 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 44.8 min

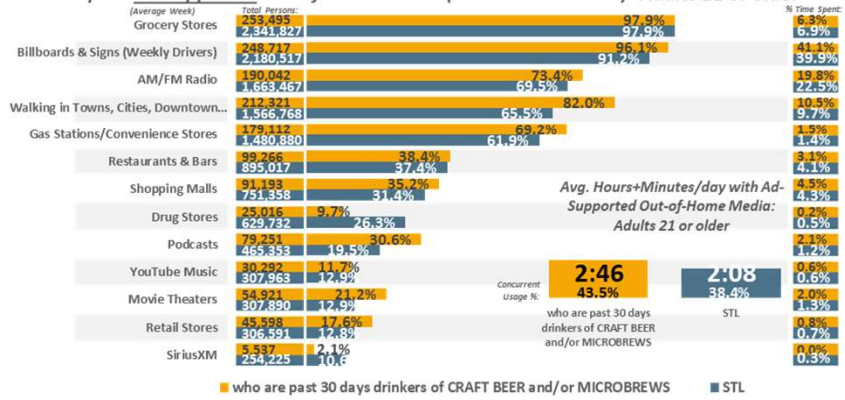
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



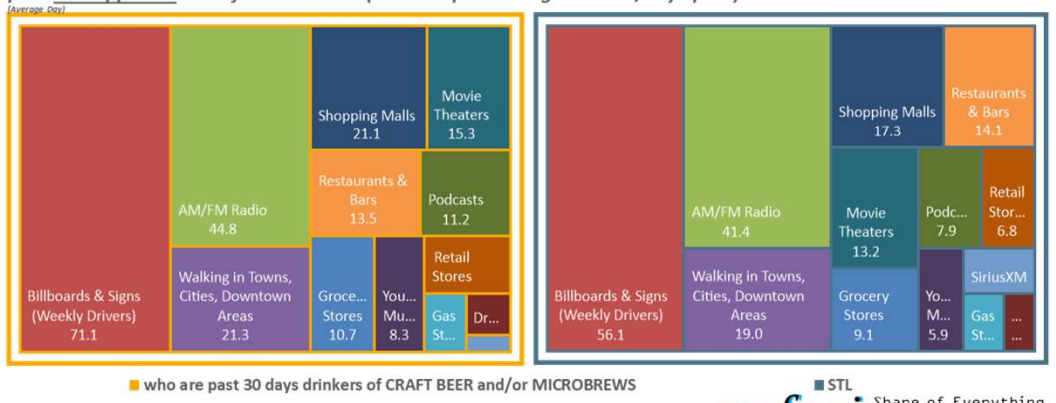
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

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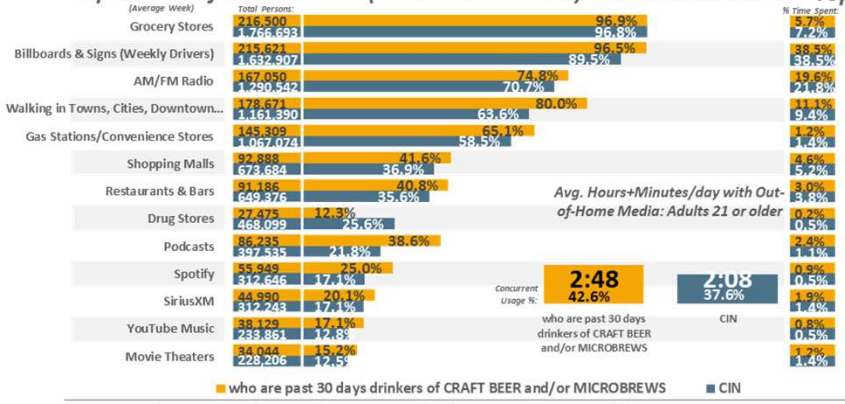
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

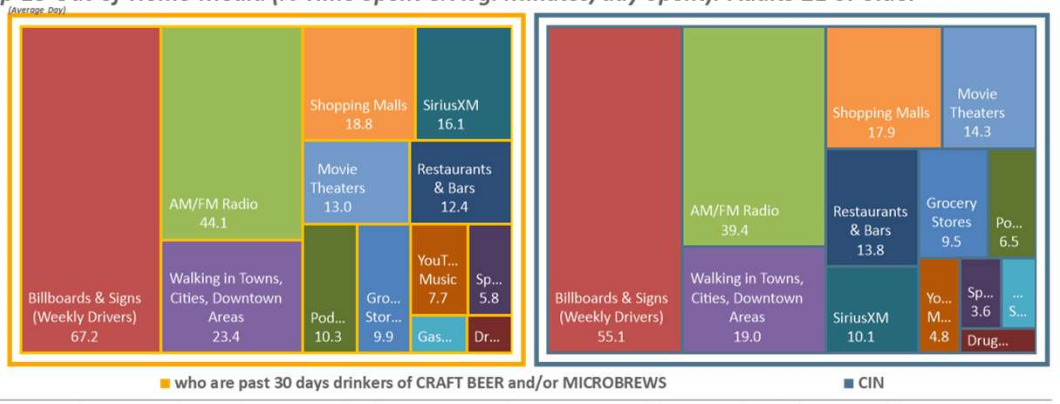


215,621 or 96.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 67.2 minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 39.7 min

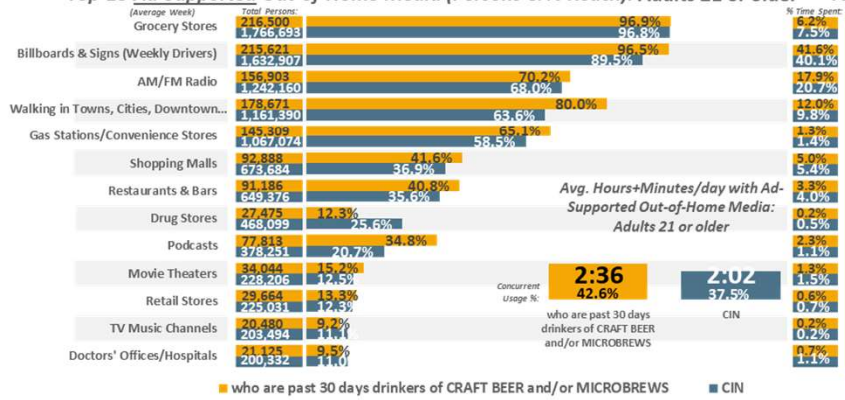
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



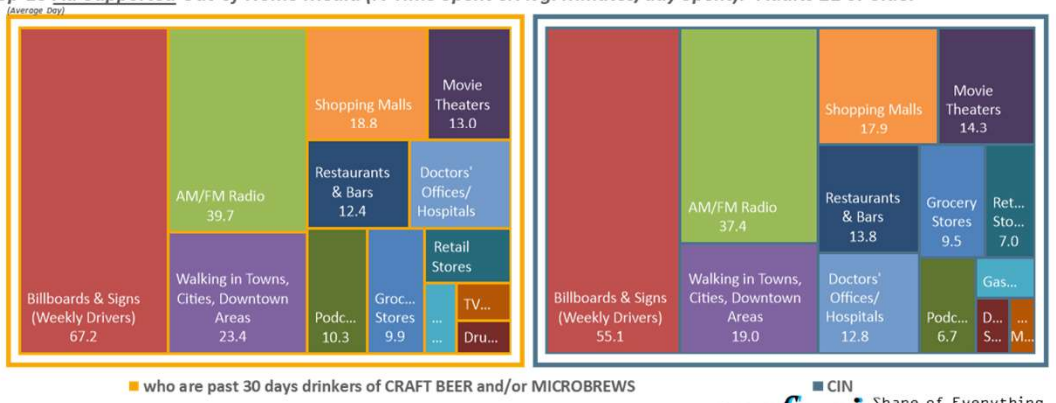
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

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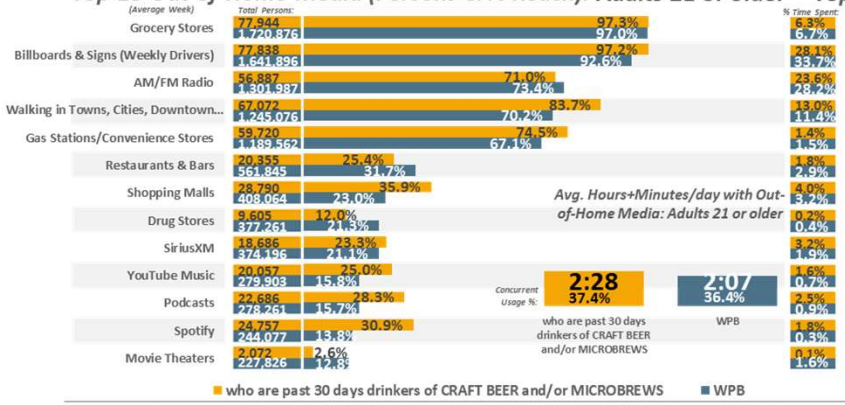
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

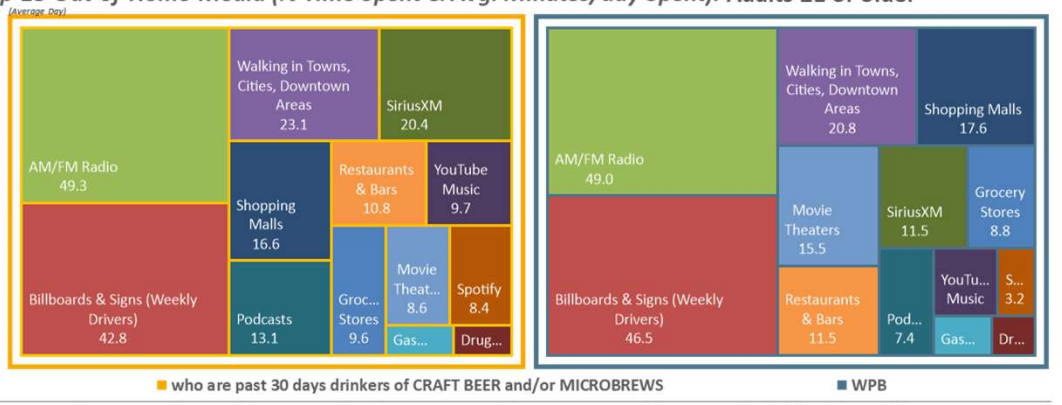


77,838 or 97.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 42.8 minutes per day driving, seeing Billboards and Signs. 69.2% Listen to Local Radio Stations Out-of-Home for an average of 47. minut

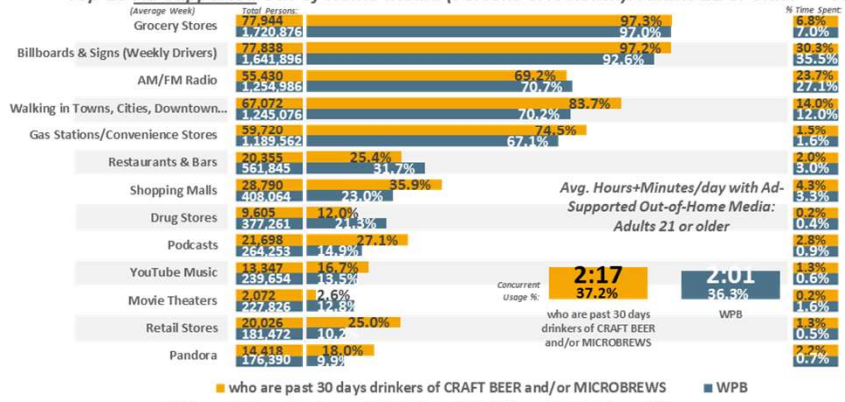
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



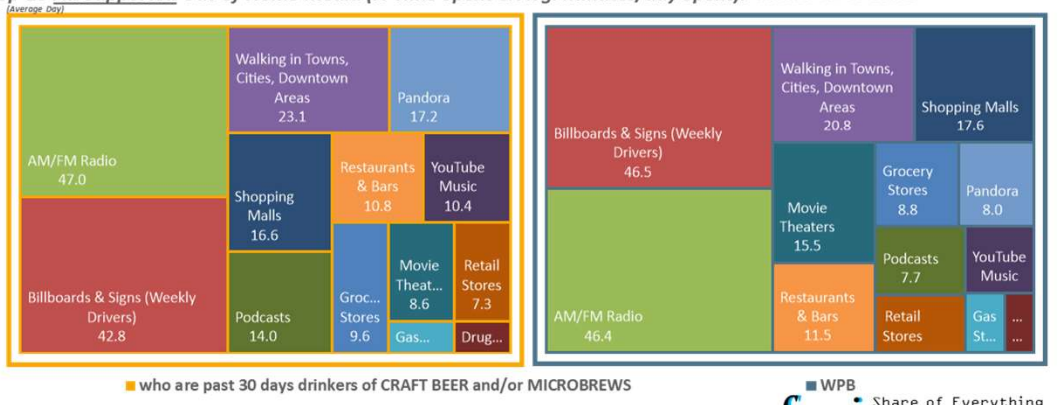
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

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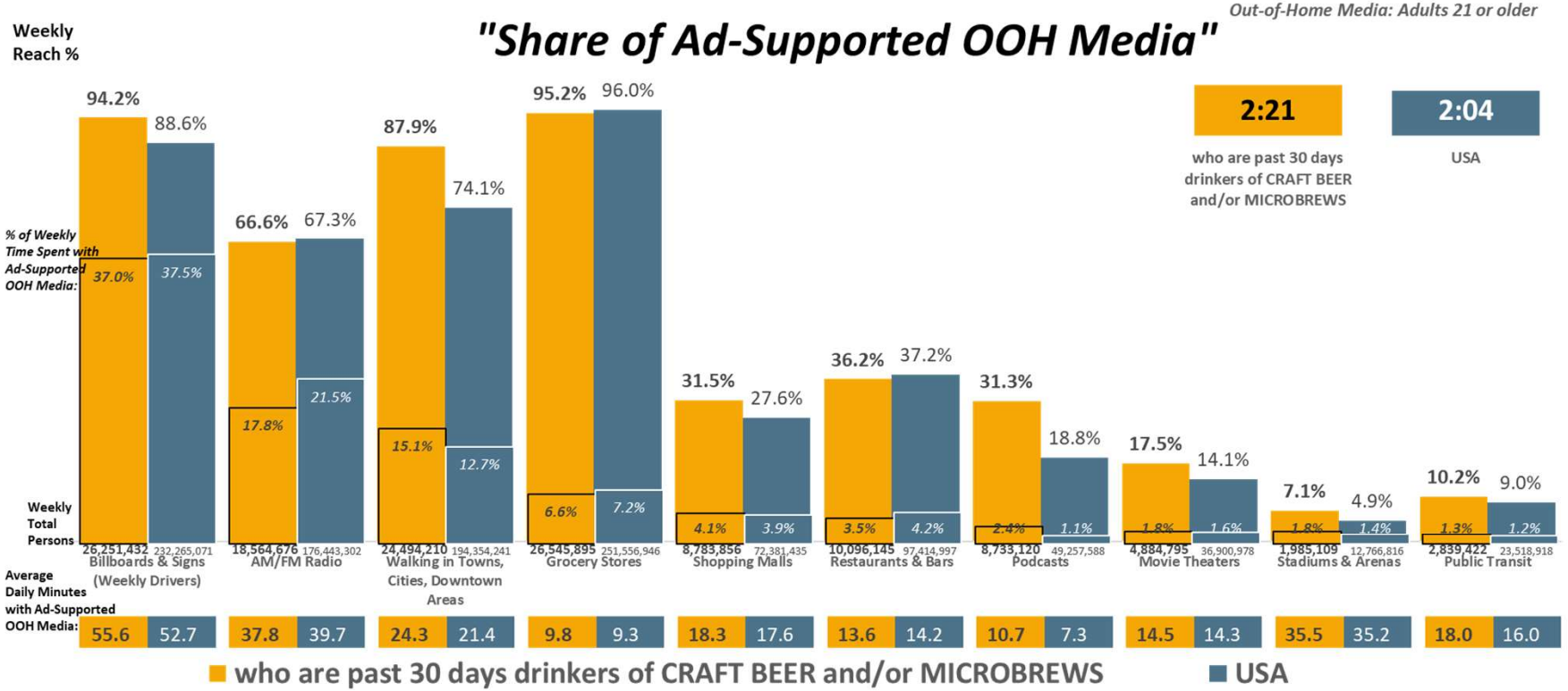
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



26,251,432 or 94.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 55.6 minutes per day driving, seeing Billboards and Signs representing 37.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,643

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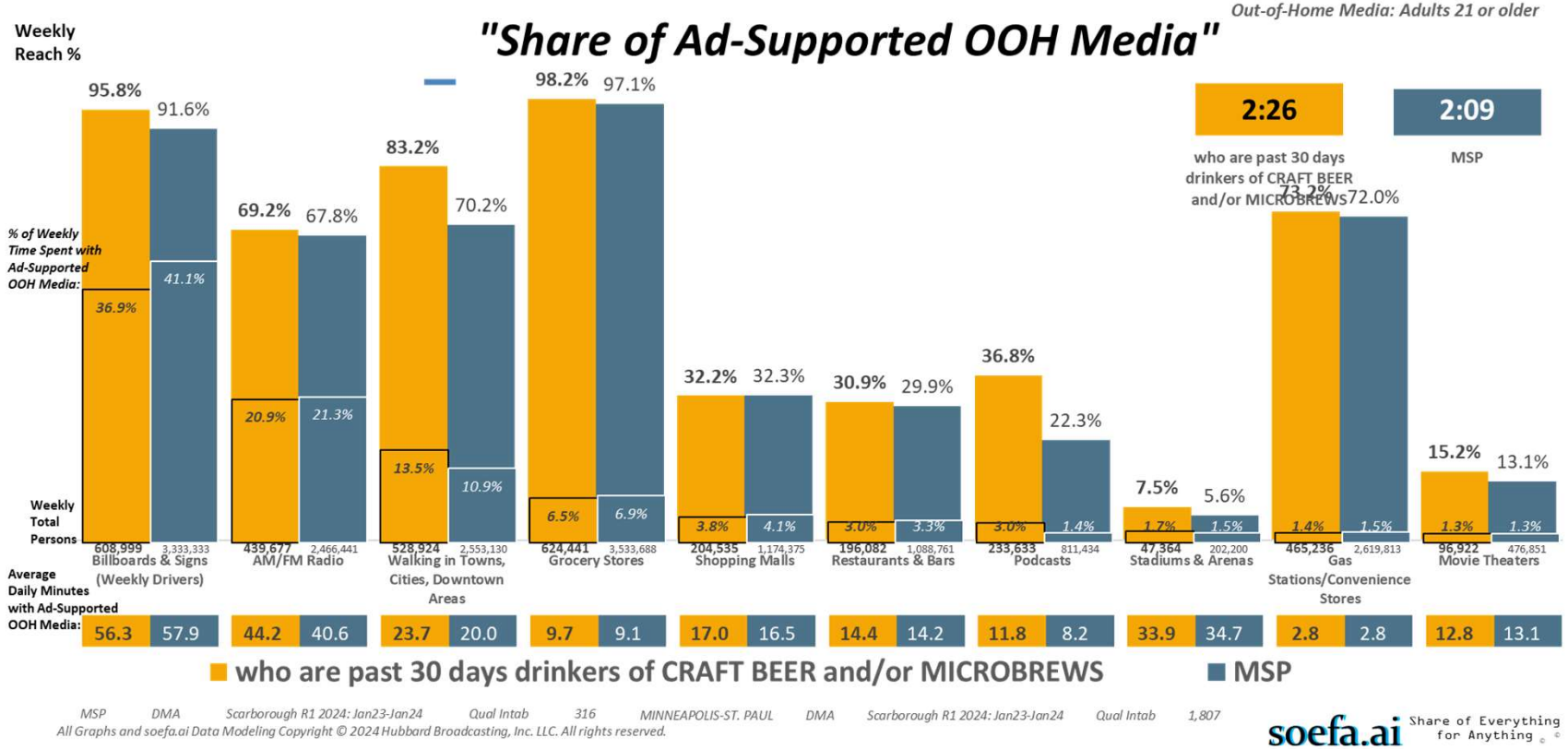
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

608,999 or 95.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 56.3 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,807

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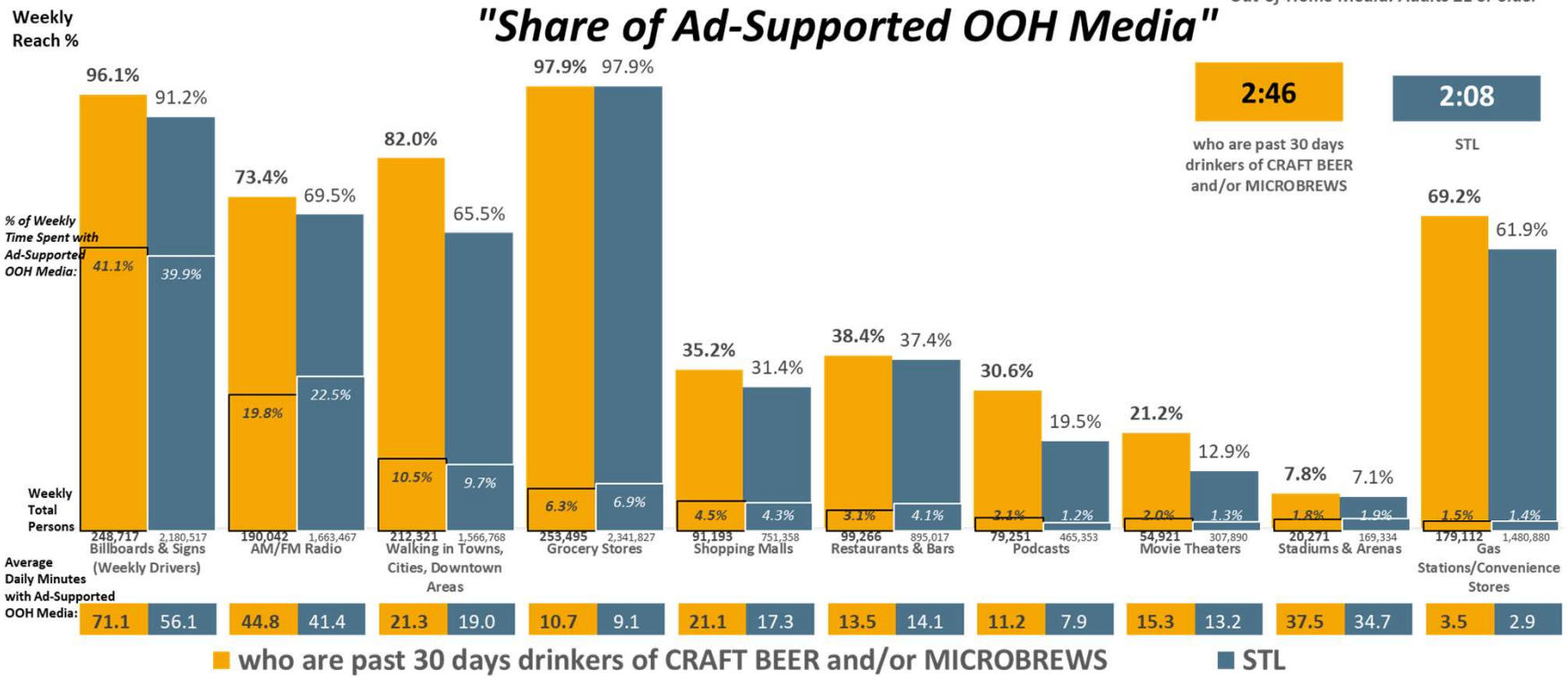
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



248,717 or 96.1% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 71.1 minutes per day driving, seeing Billboards and Signs representing 41.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212 ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,909

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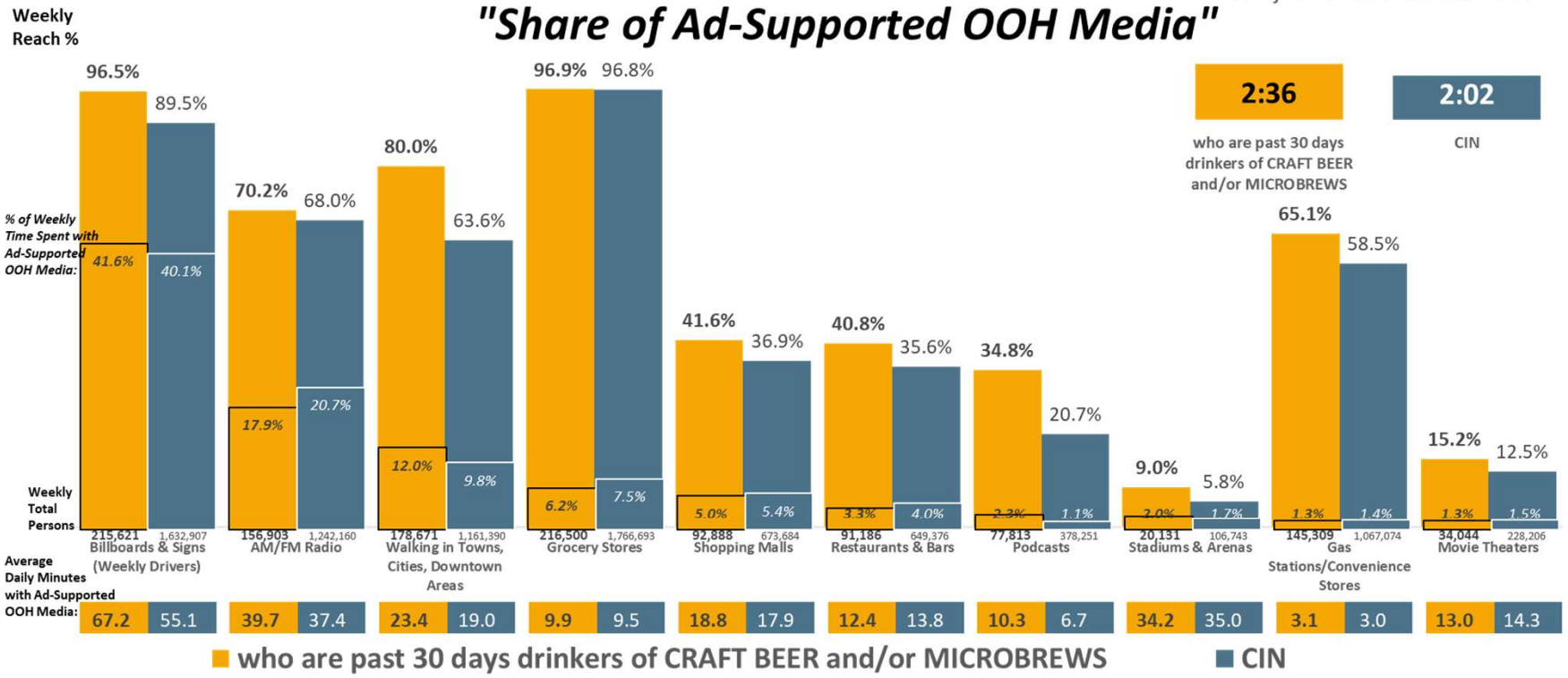
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



215,621 or 96.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 67.2 minutes per day driving, seeing Billboards and Signs representing 41.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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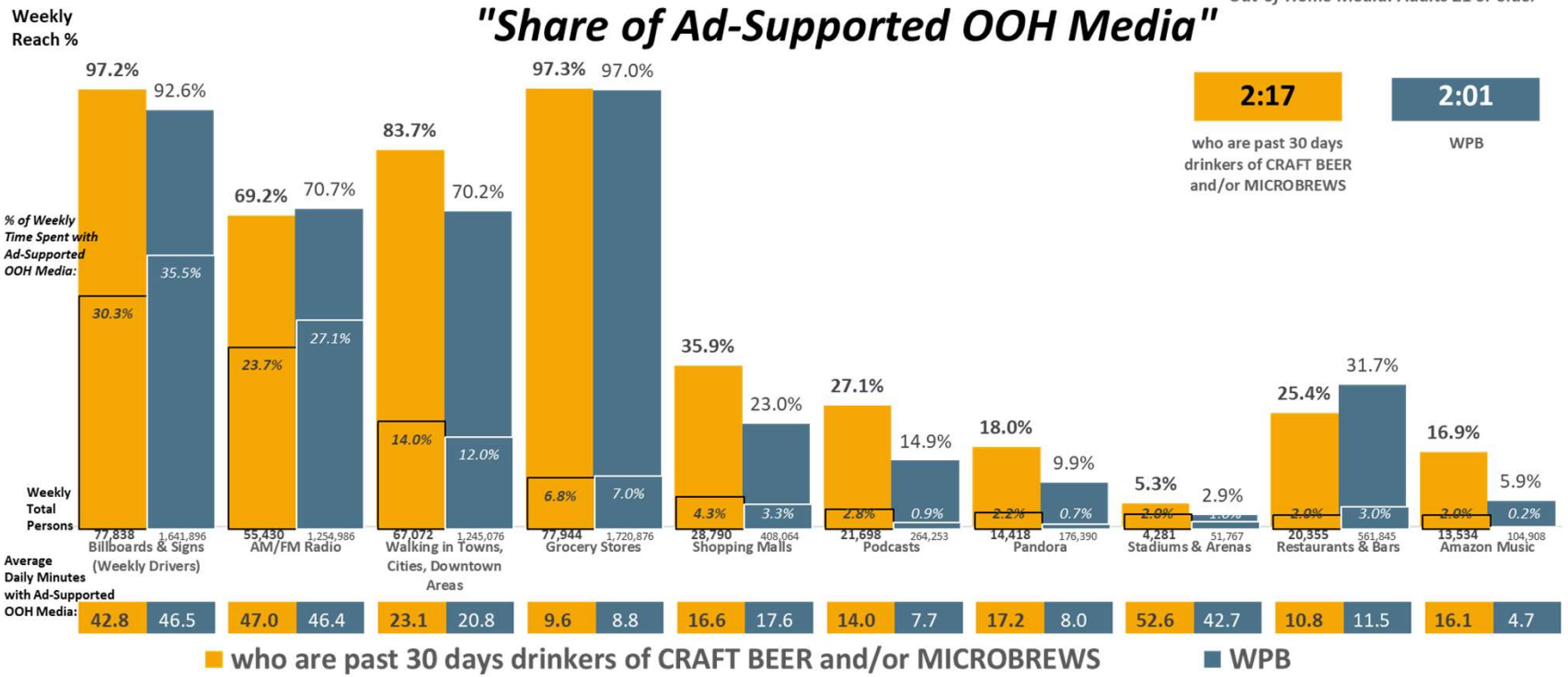
[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



77,838 or 97.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 42.8 minutes per day driving, seeing Billboards and Signs representing 30.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,429

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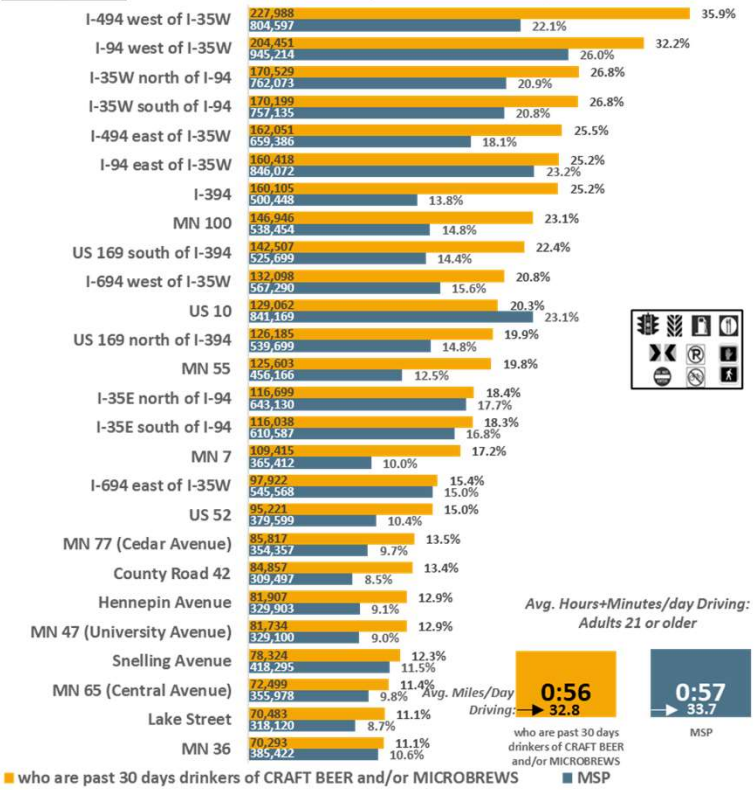
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



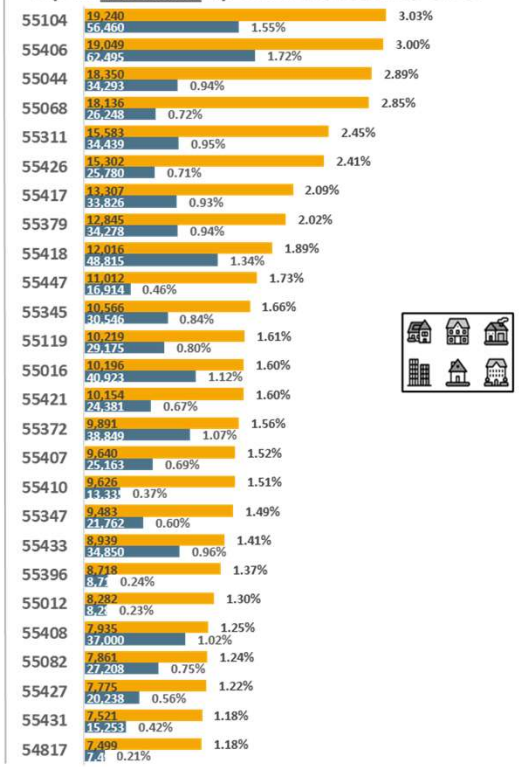
608,999 or 95.8% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 56.3 minutes per day driving an average of 32.8 miles each day and are 83.2% more likely to use I-394 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

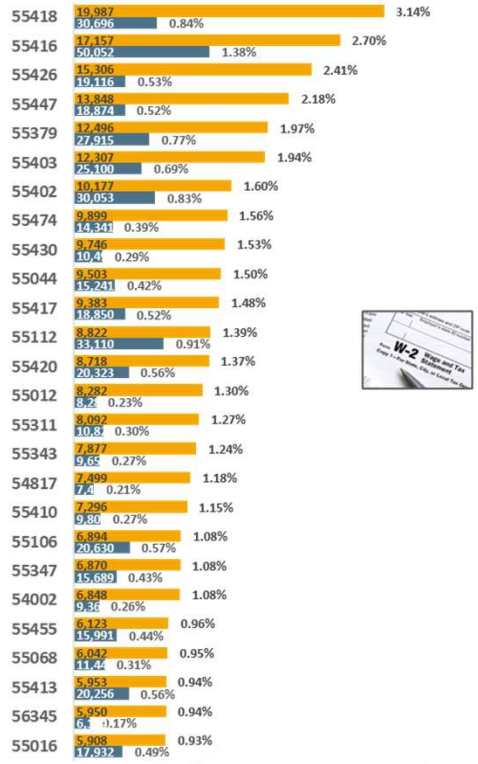


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 316

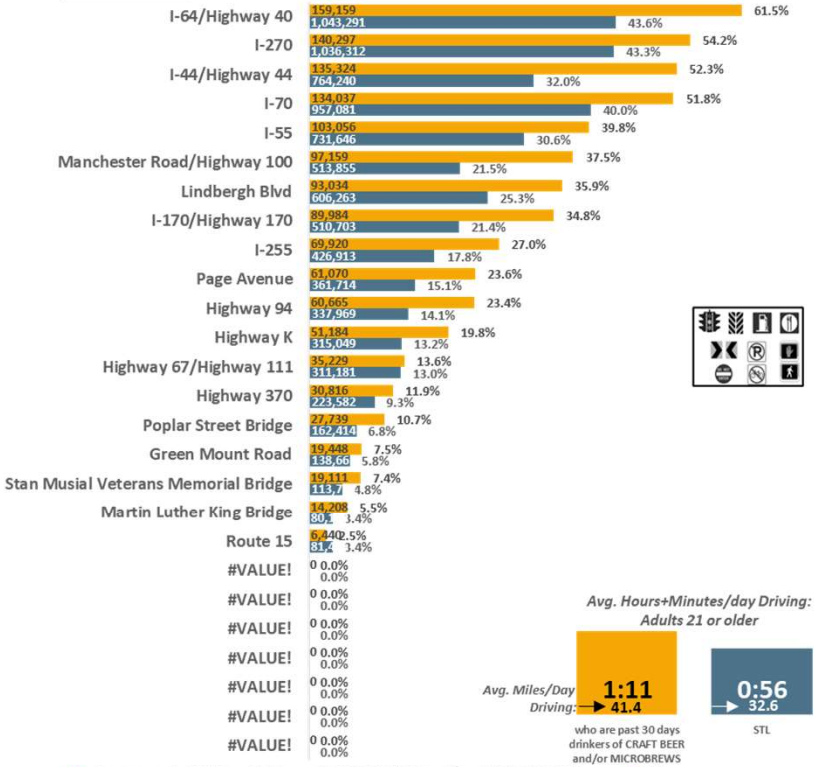
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



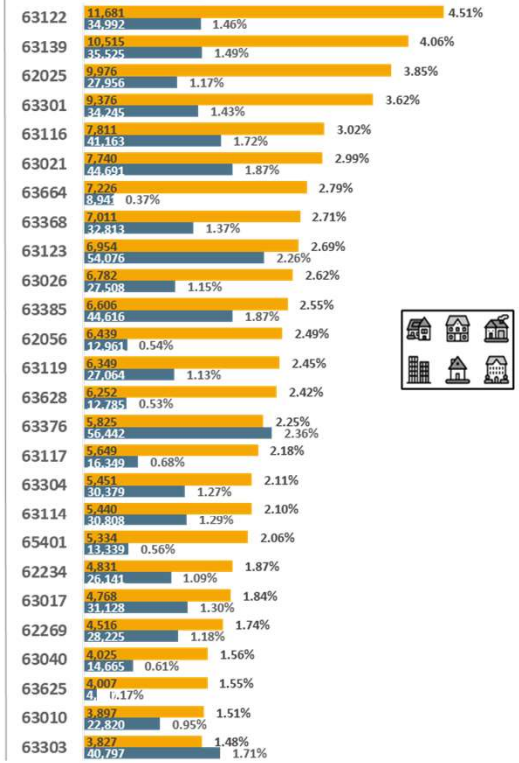
248,717 or 96.1% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 71.1 minutes per day driving an average of 41.4 miles each day and are 74.7% more likely to use Manchester Road/Highway 100 than the M

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

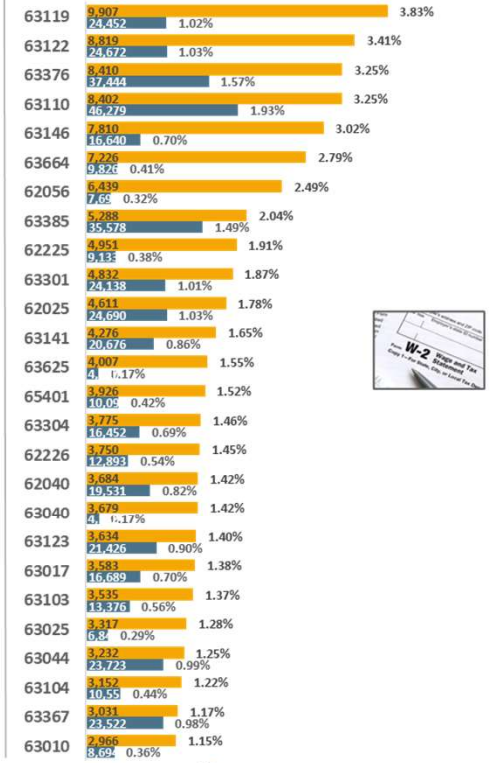


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 212

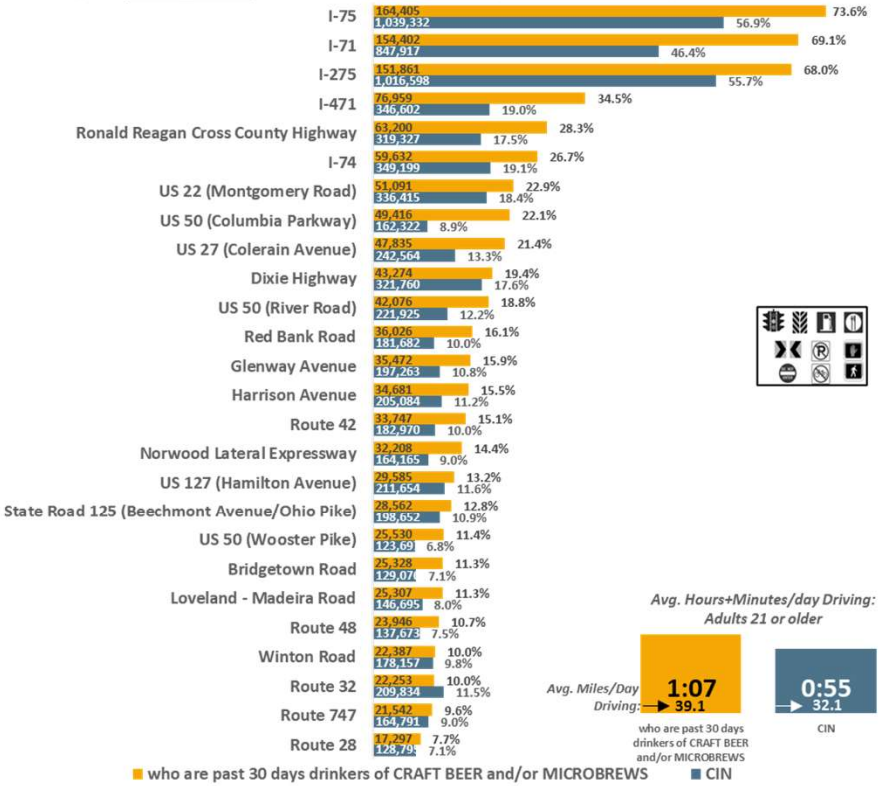
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



215,621 or 96.5% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 67.2 minutes per day driving an average of 39.1 miles each day and are 148.8% more likely to use US 50 (Columbia Parkway) than the Met

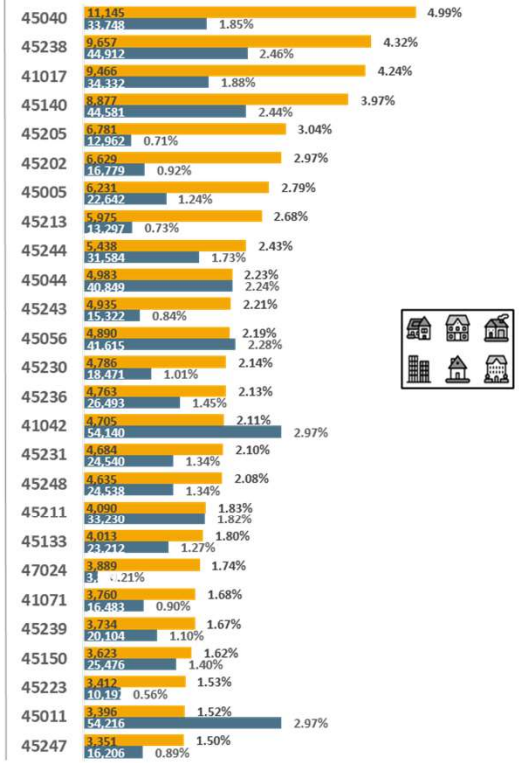
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



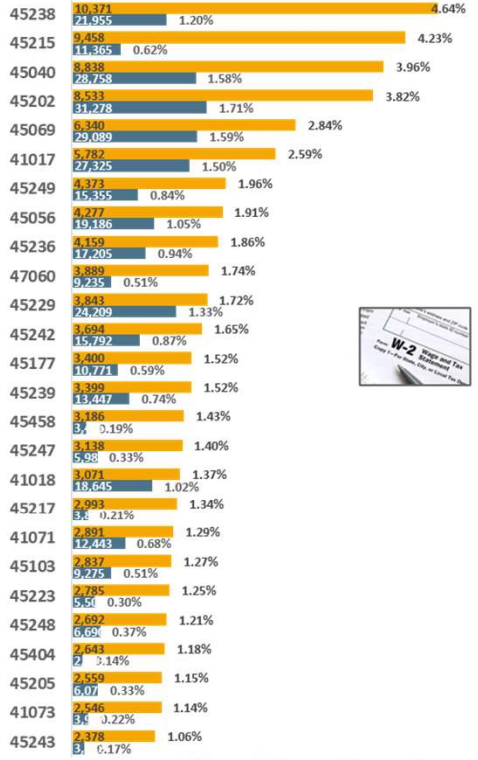
Avg. Hours+Minutes/day Driving: Adults 21 or older

■ who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS ■ CIN

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 249

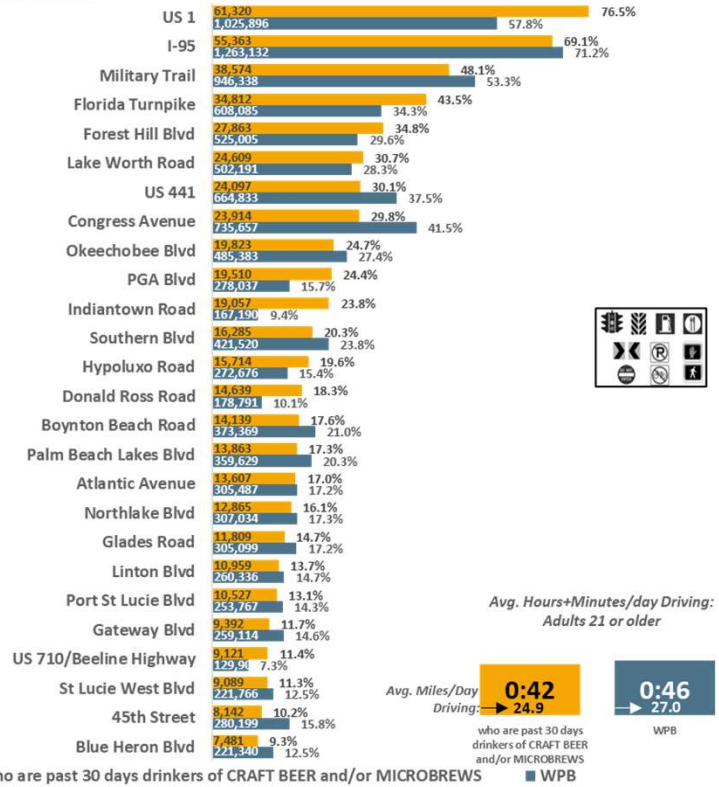
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



77,838 or 97.2% of Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS spend an average of 42.8 minutes per day driving an average of 24.9 miles each day and are 152.4% more likely to use Indiantown Road than the Metro average

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Avg. Hours+Minutes/day Driving: Adults 21 or older

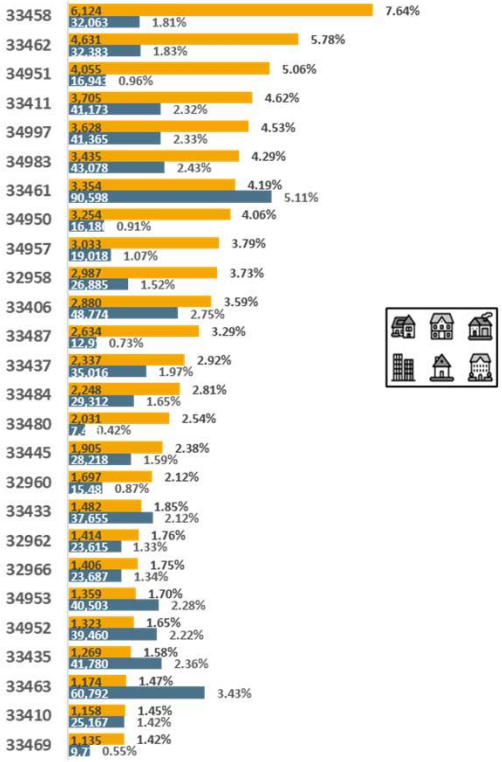
Avg. Miles/Day Driving: 24.9

0:42 who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS

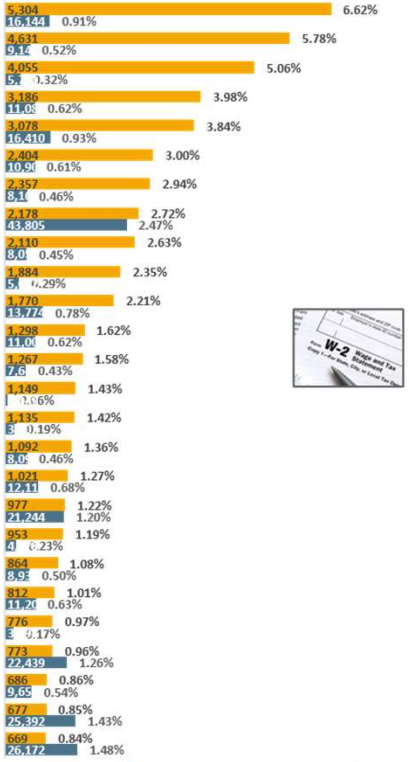
0:46 (27.0) WPB

■ who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS ■ WPB

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older

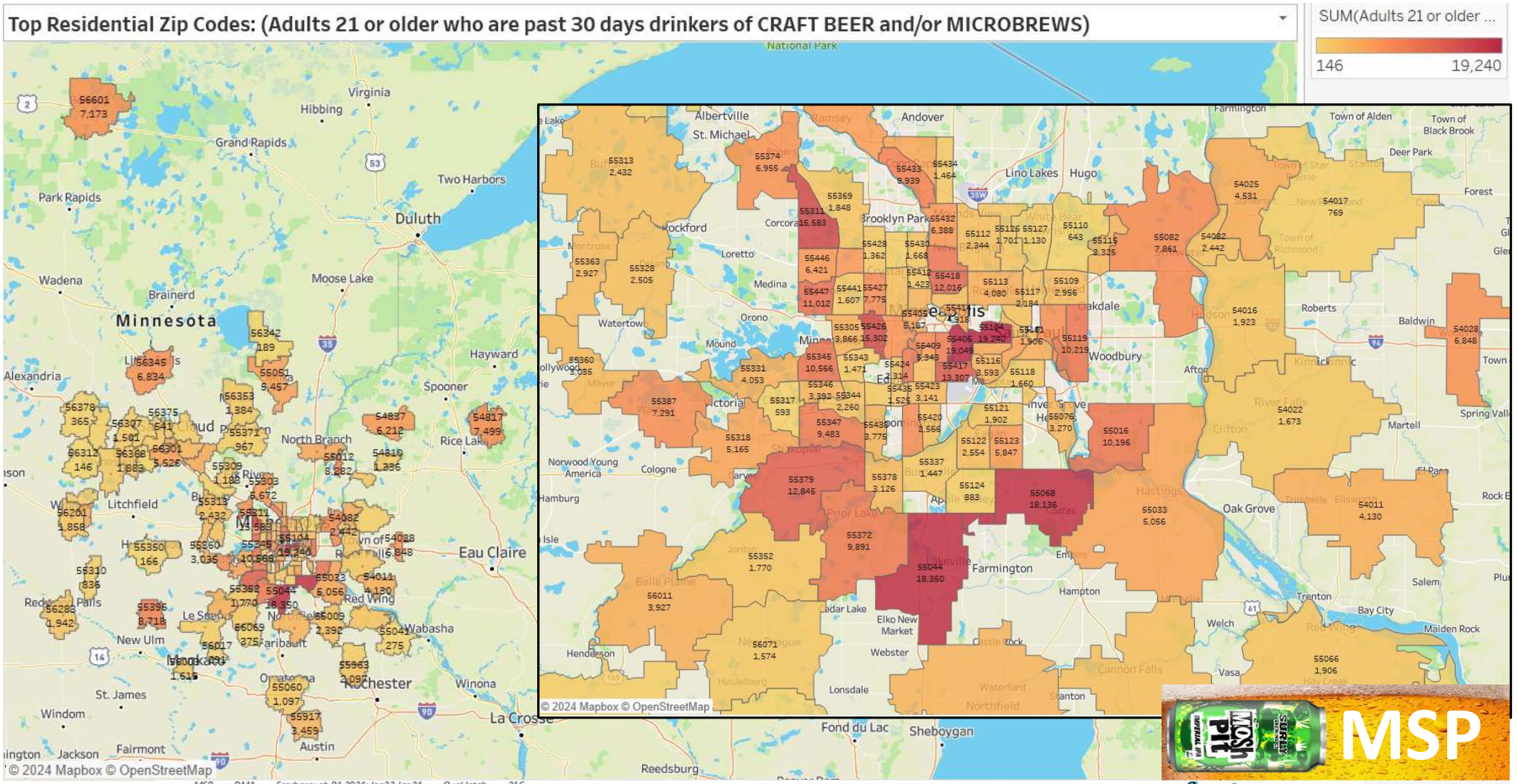


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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]



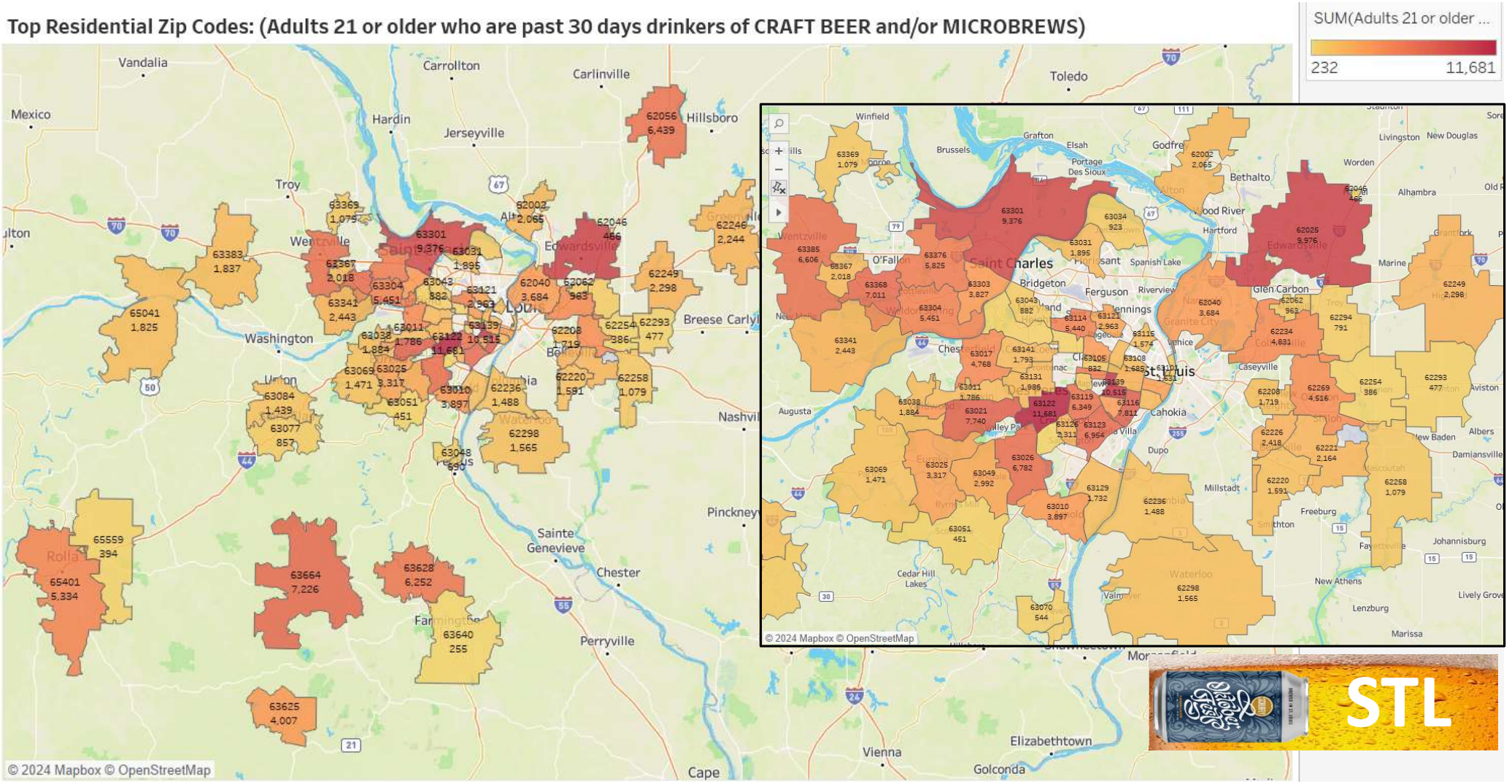
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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

Top Residential Zip Codes: (Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS)

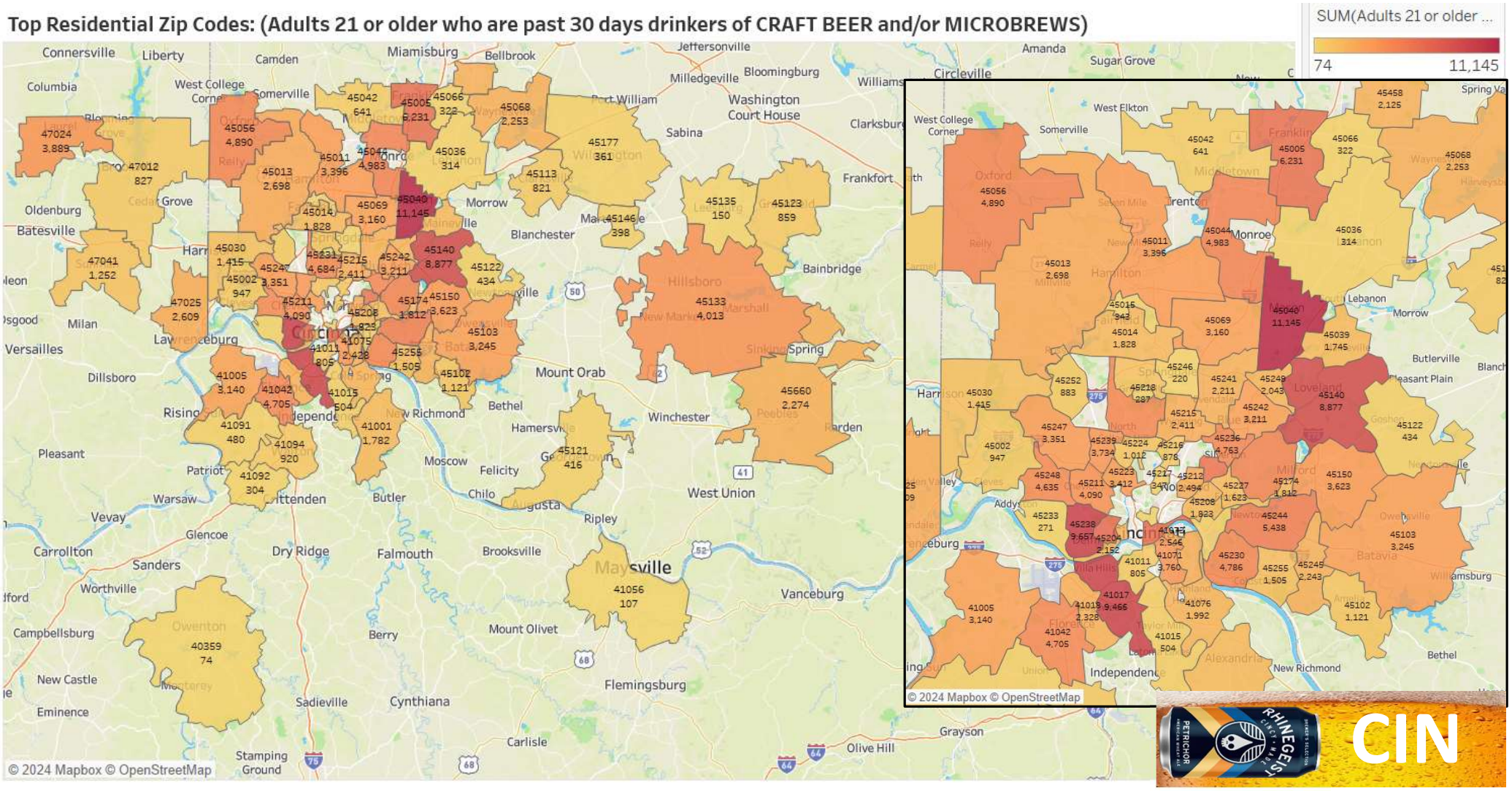


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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

Top Residential Zip Codes: (Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS)

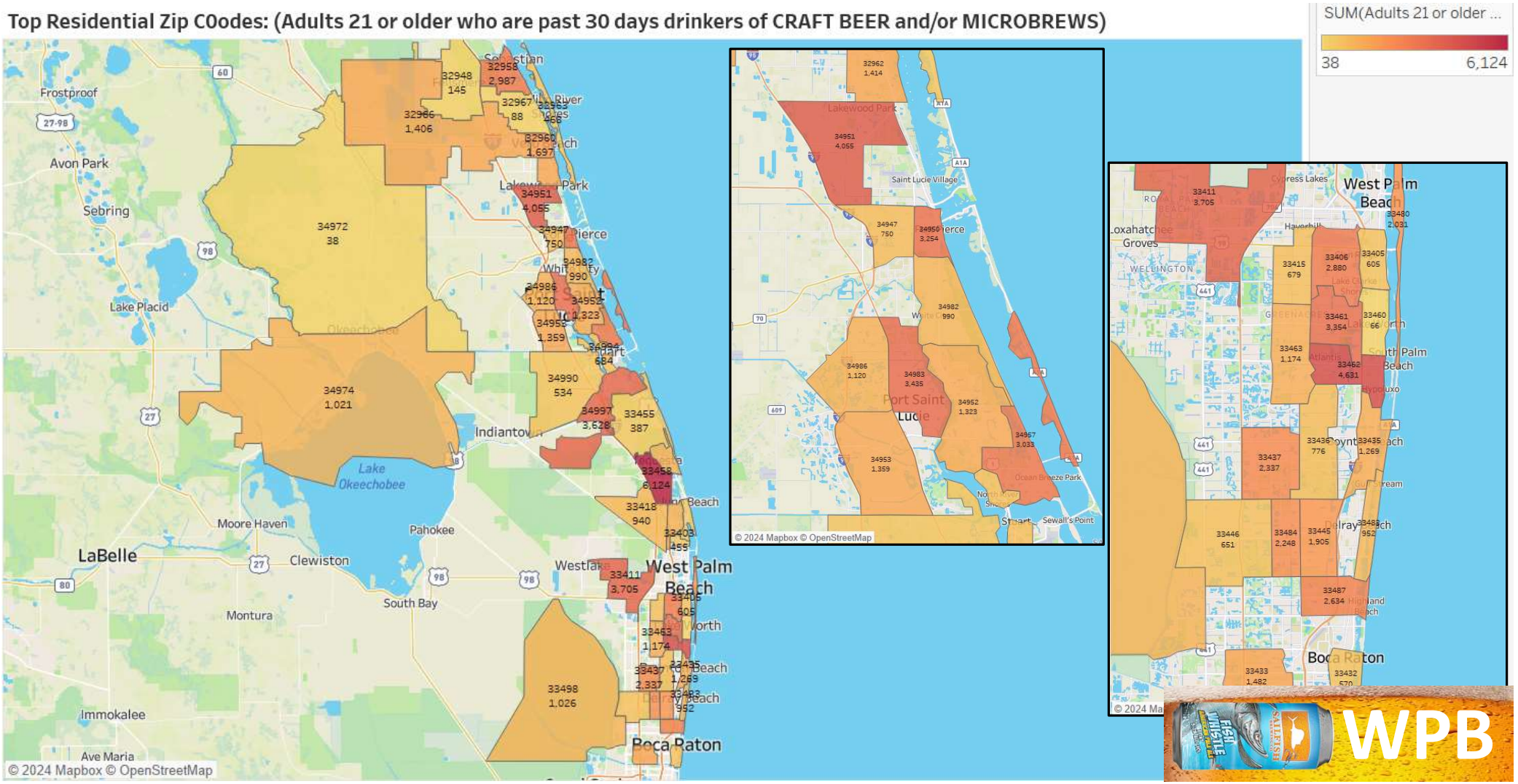


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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]

Top Residential Zip C0odes: (Adults 21 or older who are past 30 days drinkers of CRAFT BEER and/or MICROBREWS)



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 109

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[(Age summaries: Adults 21 or older AND Microbrew/craft beer drank past 30 days: Any microbrew/craft beer)]